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OTTAWA AND NATIONAL CAPITAL REGION

VISITORS STUDY, SUMMER 1972

PREPARED FOR:

THE ONTARIO MINISTRY OF INDUSTRY AND TOURISM

CANADA'S CAPITAL VISITORS AND CONVENTION BUREAU

CANADIAN GOVERNMENT TRAVEL BUREAU

THE NATIONAL CAPITAL COMMISSION

BY: MARKET FACTS OF CANADA LIMITED

TORONTO

MONTREAL

MAY, 1973

OTTAWA AND NATIONAL CAPITAL REGION VISITORS STUDY

SUMMER, 1972

The Ottawa and National Capital Region Visitors Study was conducted during the summer of 1972, its ultimate aim, to more effectively develop the tourist industry in the national capital region.

More specifically, its purpose was threefold: to find out who visits the Ottawa-Hull area, what visitors do when they get here, and how they feel about their stay. Sponsors: the Ontario Ministry of Industry and Tourism, Canada's Capital Visitors and Convention Bureau, the Canadian Government Travel Bureau and the National Capital Commission.

A personal interview survey of visitors leaving the region by automobile, bus or train, and airplane, was carried out by Market Facts of Canada Limited.

Their findings and recommendations will be of interest to everyone in the region associated with the tourist industry.

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STUDY CONCLUSIONS AND RECOMMENDATIONS

1. The motor vehicle parties visiting the Ottawa/Hull region in July through Labour Day, 1972 appear to have generated about \$40,000,000 revenue (400,000 parties multiplied by \$100 average total expenditure per party). However, our respondent sample was biased, and an explanation on this point is shown on Page 14.
2. A very important finding is that every visitor party coming to Ottawa/Hull generates on average a revenue of about \$100 minimum.
3. Highway 401 (Ontario) is a major source of motor vehicle parties, and was the most often mentioned route for travelling to the region of all routes. The Visitor Convention Bureau in Ottawa should discuss with the Government of Ontario the possibility of collaboration with them to promote the region at their Information Centres. One-fifth of all motor vehicle parties made a stop at one of these centres for information, and promotion of Ottawa/Hull as a stop along the route to those not originally intending to go to the region might have positive results. U.S. 81 is the major entry point for motor vehicle visitor parties from New York State. Niagara Falls acts as a significant point of entry for both the New York State and Border/Near Border State markets. Some types of promotional activity on Ottawa's behalf may prove useful at both of these points as well.

4. As many visitors sought information about Ottawa from each of restaurants and hotels as from any other source while in the region. It seems vital, therefore, that the staff members of these establishments should be well briefed on Ottawa's attractions for visitors as well as on routes to them so that they can effectively promote them to those making inquiries for information. Perhaps the restaurant operators of major importance and the hotel and motel staffs who most meet the public should be given some briefings by the Tourist and Convention Bureau on attractions in the region.
5. The attractions receiving most attention from visitors are those in close proximity to Parliament Hill. Others will need more promotion to develop traffic, as they may well not be known by many visitors.
6. Expenditures of bus and train parties were surprisingly high, being higher than those made by motorists. Efforts should be maintained, and perhaps strengthened, to organize tours of these people.
7. Visitors seemed satisfied with their trip to the region in an overall sense; however, the aspect causing the most dissatisfaction was the condition of the roads and highways. Of particular note is the fact that as many motor vehicle parties from Montreal were dissatisfied as were satisfied with the roads and highways.
8. Those spending one night in the region spent 1 1/2 times as much money as those not staying overnight. Those staying two nights spent 1 1/2 times as much money as those staying one night. It

appears worthwhile to attempt to persuade visitors to stay longer because of the additional revenue generated. The 46% of the motor vehicle visitors who either spent no nights or one night are probably the easiest to persuade to stay another night and revenue will be enhanced if attempts at persuasion are successful.

9. Promotion activities in the major markets for Ottawa, of Toronto and Montreal should be examined to see if they should be increased to enhance awareness in these key areas about specific activities, festivals and other attractions in general to encourage more visits. The return on this type of investment may be well worth the cost.

STUDY BACKGROUND AND PROCEDURES

STUDY BACKGROUND AND PROCEDURES

Introduction

The City of Ottawa along with two branches of the Government of Canada and the Tourism and Recreation Studies Branch of the Ministry of Industry and Tourism of the Province of Ontario became interested in studying the visitors coming to the area to determine their habits in terms of the sights and attractions that they saw, what their origins were, how satisfied they were with their visit and a number of other factors. Discussions relating to setting up this study progressed for several months, and in 1972 it was decided to launch a research study among the visitors to the area to find out answers to these questions.

The study was conducted with respondents whose origins lay outside the Ottawa/Hull region who were leaving the region to go elsewhere. Four modes of travel were covered: those travelling by motor vehicle, air, train and bus.

The following sections will outline the purposes of the study, the methodology used in interviewing respondents and the manner in which they were sampled.

Study Objectives:

The purposes in conducting this research were:

1. To determine the profile of visitors to the Ottawa region, where they are going and how long they stay, how much they spend, and what they use in terms of accommodation.
2. To learn in what activities these visitors partake and what they do by way of sightseeing.
3. To ascertain the basic attitudes of visitors concerning their visit.

Study Methodology:

All interviewing was carried out personally with each respondent. Respondents were selected on the basis that they came from places outside of the Ottawa/Hull region, the definition for which will be found in a later section which describes the sampling method, and the fact that they were on their way out of the region for the last time for somewhere else. Interviewing took place at various locations along the major Provincial highways leading out of Ottawa, at the Ottawa Air Passenger Terminal and at the bus and train stations in Ottawa.

The following paragraphs will deal with the interviewing methodology by travel mode. The actual timing of the interviews will be indicated in the later section on sampling method.

Highway Interviews:

We originally proposed that we would stop a random sample of highway traffic at interviewing locations set up beside each highway on the out-bound lane or lanes, and would control traffic with flag men, picking motorists with out-of-town license plates as they were available. Although Market Facts and other participants in this study made persistent attempts at gaining the authority of the Ontario Ministry of Transport and Communications to stop motorists along the highways, we were not successful in obtaining their co-operation. Their reasons for refusing us access were that during the preceding several months motorists had already been stopped using this method of sampling on one of their own field survey projects, and in addition they felt that the length of the interview represented by this questioning would be so long that motorists would vigorously complain to the Minister of the Department. Thirdly, even though their surveys were only approximately 1 minute in total interviewing time complaints had already been received by the Minister.

With this sampling plan out of the question it was decided that service stations, restaurants and motels with ample parking space would be approached along these highways to allow us to talk to their customers as they stopped for automotive service, food or as they left their accommodation.

Market Facts was successful in gaining the co-operation of a number of these establishments alongside the highways on which we wished to conduct the interviews, and as a result this sampling and interviewing method became the standard procedure for the study during its entire duration.

Basically, we sent out interviewers to the various locations for specified periods of time on certain days, and they were commissioned to speak to each motorist who had an out-of-town license plate, that is a license plate which designated him as being from an area other than the Ottawa/Hull region in which we were interested. Anyone outside of this region was designated as a visitor for the purposes of the study, and was interviewed. The interviewers would approach each motorist, and solicit his co-operation with a background explanation of the nature and purpose of the study. They then proceeded to ask the questions contained in the questionnaire of the motorist. One person per travel party, the head of that travel party, was interviewed.

Coincident with the hours during which interviewing was conducted on each highway route out of the area another interviewer was charged with the responsibility of keeping traffic counts. She used two counters in order to keep separate counts of total highway traffic and of visitors. Traffic counts were taken at the same location on each highway during each interval when interviewing was carried out.

Prior to the initiation of field work Market Facts approached the Provincial authorities in both Quebec and Ontario to identify which license plate numbers for each province belonged to residents of the survey area. Interviewers did not approach any cars with resident license plates, only those with license numbers indicating that the travel party came from beyond the Ottawa/Hull region. The traffic counts of visitors moving along each highway during the interviewing periods were also based on the information supplied by the License Bureaus in each of the two Provinces.

Generally speaking, the interviewing schedules along the highways were designed to be six hours in length between the hours of 8 a.m. and 8 p.m. Thus interviewers were able to avoid interviewing in the dark, and license plate numbers were clearly visible at all times for the traffic counts.

At times when traffic available to the interviewers was at a low ebb a couple of interviewers proceeded to a campground alongside the same highway as that where the interviewing was being conducted and would make one pass through the grounds interviewing travel parties who were leaving that day to go elsewhere.

In selecting the sites for the interviewing, a full examination of the various sites available along the outbound lane or lanes of each highway was undertaken to establish how suitable they would be in terms of potential draw of customers (such as whether service stations were branded or unbranded) and whether there was enough parking space so that neither the operators of these facilities nor the motorists themselves would be inconvenienced if more than one interview was to take place at one time. Particularly we were interested in establishing whether there was enough room for those who might pull in with trailers behind their cars to park for the duration of the interview.

Air Terminal Interviews:

Special arrangements were made with the Ottawa Air Terminal management for us to have access to the terminal, and a schedule was developed and passed along to them so that they would be aware of interviewing times and when to expect our interviewers. Interviewers were allowed to conduct the study in the waiting area in the terminal, but not at lineups at the actual terminal gates to the aircraft. Respondents were approached as they were walking about in this area, and interviewers established whether they lived within the Ottawa/Hull region before proceeding with the interview. Respondents who did not completed a questionnaire.

Bus and Train Interviews:

The same procedure in terms of setup and interviewing was followed at these two terminals as was previously described for the Air Terminal.

Sampling Procedure:

Respondents who qualified for the study in all cases were non-residents of the Ottawa/Hull region. This region was defined as the Ottawa-Carleton Regional Municipality in Ontario and from Aylmer on the west through Gatineau on the east as well as the Hull Metro Area in Quebec. (See map on opposite page). In order to identify visitor automobile license plates for traffic counts along the highways for our interviewing and traffic counts Market Facts consulted with both the Regional and Provincial offices of the Ontario Ministry of Transport and Communications and the Regional Office of the Licensing Authorities in Hull, Quebec. From these discussions a list of license plate numbers known to be indicators of vehicle registration within the Ottawa/Hull region were drawn up for the interviewers to use for the traffic counts and interviewing. For the other three modes interviewers established whether the potential respondent was a resident or non-resident before conducting an interview with him or her.

interviewing shifts in that town. Thus our interviewers had complete control over the traffic, being able to stop all visiting motorists passing through Gatineau on this highway.

Certain alterations were made in the specific service station and restaurant sites during the early weeks of interviewing because the flow of traffic at some of the originally chosen points was insufficient to supply us with the production of completed interviews which was required for the study. It became apparent according to the interviewing production that our yield of interviews would still be less than satisfactory, and during the early part of August it was decided to double all the remaining shifts in terms of frequency, and this was done starting on August 16. The doubling of the frequency of the shifts increased the overall yield of interviews by some 200 in total.

In addition, very early it became apparent that traffic on Quebec Highway 11 going north from the City of Hull would not be sufficient to yield a satisfactory number of interviews. During the first six-hour shift one interview was completed, and during the next one on this highway only nine were accomplished. After the third time on this particular route it was decided to drop it, and substitute Highway 17 East in Ontario for the remaining shifts on that road.

During the Labour Day Weekend the service stations along Highway 17 East in Ontario refused us admittance to their facilities on September 3 and 4 as scheduled because of the traffic jams which our presence would cause. Because of this we carried out our interviews on these last two dates on Ontario Highway 16 at the normally used locations.

The interviewing shifts and times for the Highway interviews are as follows:

July 3rd - Ontario 31
8 a.m. - 2 p.m.

July 6th - Ontario 16
10 a.m. - 4 p.m.

July 9th - Ontario 7
12 p.m. - 6 p.m.

July 11th - Ontario 17W
2 p.m. - 8 p.m.

July 12th - Quebec 11
8 a.m. - 2 p.m.

July 15th - Quebec 8
10 a.m. - 4 p.m.

July 18th - Ontario 17E
12 p.m. - 6 p.m.

July 21st - Ontario 31
2 p.m. - 8 p.m.

July 23rd - Ontario 16
8 a.m. - 2 p.m.

July 24th - Ontario 7
10 a.m. - 4 p.m.

July 27th - Ontario 17W
12 p.m. - 6 p.m.

July 30th - Quebec 11
2 p.m. - 8 p.m.

Interviewing shifts and times (cont'd)

August 2nd - Quebec 8
8 a.m. - 2 p.m.

August 4th - Ontario 17E
10 a.m. - 4 p.m.

August 5th - Ontario 31
12 p.m. - 6 p.m.

August 8th - Ontario 16
2 p.m. - 8 p.m.

August 10th - Ontario 7
8 a.m. - 2 p.m.

August 11th - Ontario 17W
10 a.m. - 4 p.m.

August 14th - Quebec 11
12 p.m. - 6 p.m.

August 16th - Quebec 8
2 p.m. - 8 p.m.

August 17th - Ontario 17E
8 a.m. - 2 p.m.

August 18th - Quebec 8
10 a.m. - 4 p.m.

August 19th - Ontario 17E
12 p.m. - 6 p.m.

August 20th - Ontario 31
10 a.m. - 4 p.m.

August 21st - Ontario 31
2 p.m. - 8 p.m.

August 23rd - Ontario 16
12 p.m. - 6 p.m.

August 24th - Ontario 16
8 p.m. - 2 p.m.

August 25th - Ontario 7
10 a.m. - 4 p.m.

Interviewing shifts and times (cont'd)

August 26th - Ontario 7
2 p.m. - 8 p.m.

August 27th - Ontario 17W
12 p.m. - 6 p.m.

August 28th - Ontario 17W
8 a.m. - 2 p.m.

August 29th - Ontario 17E
10 a.m. - 4 p.m.

August 30th - Ontario 17E
2 p.m. - 8 p.m.

August 31st - Ontario 17E
10 a.m. - 4 p.m.

September 1st - Quebec 8
12 p.m. - 6 p.m.

September 2nd - Quebec 8
8 a.m. - 2 p.m.

September 3rd - Ontario 16
10 a.m. - 4 p.m.

September 4th - Ontario 16
10 a.m. - 4 p.m.

The most random way to draw a sample, of course, would have been to stop motorists as they travel down the highways by simply pulling them off to the side. Therefore, because of the sampling method which we eventually were forced to adopt there are certain unknown biases. First of all, we have obtained a sample of motorists who for some reason wished to stop at one of our locations along these highways, whether it be for gasoline, food, automotive service. We suspect that one type of bias introduced by this method would be an understating of the number of vehicles coming into Ottawa for a visit from origins nearby the City, such as Montreal, Brockville, and other places of a similar distance outside the study region. These motorists could probably have driven into Ottawa and away from it at least part way home, and far enough that they would not need to fill up with gasoline or obtain any other automotive service until they were well beyond our interviewing locations. There may be other biases as well, but they are not as evident to comment on as this one.

Because our sampling intervals on each highway route as a percentage of total traffic were going to be different, using the traffic counts which we obtained of visitor vehicles passing by on these highways we extrapolated our interviewing counts to reflect the differences in sampling intervals and thus arrived at a proportionate weighting of interviews as would be represented if we had interviewed every visiting motorist on each highway. The weighting procedure, first of all, involved constructing estimates of the total number of visiting vehicles which would have travelled along each

highway away from Ottawa during each date of the interviewing. Then the number of interviews completed along each highway was weighted up to represent the derived total number of vehicles for each road. The Computer Tables, submitted separately, which contain the detailed tabulations from the study indicate the finally estimated figure by these weightings of 404,461 as the total base of respondents. In fact, this figure represents 773 interviews which were completed along all the highways during the study period in total. By highway the following list indicates the number of interviews which were completed:

| | |
|--------------|----------------|
| Ontario 31 | 78 Interviews |
| Ontario 16 | 116 Interviews |
| Ontario 7 | 82 Interviews |
| Ontario 17 W | 102 Interviews |
| Quebec 11 | 46 Interviews |
| Quebec 8 | 96 Interviews |
| Ontario 17 E | 253 Interviews |

Air Terminal, Bus And Train Samples:

As important a part of total visits to the area were those made by travellers coming by these three modes. All commercial carrier schedules (air schedules, bus schedules, train schedules) were acquired to indicate the times at which each carrier would be taking passengers away from these terminals. The interviewing shift times were developed in such a way that an equal distribution of the carrier departures would fall within each, and presumably

the passenger counts from which we were drawing our samples would be equally distributed. Below are illustrations of the interviewing shifts during which respondents were approached at each of the three terminals.

AIR TERMINAL

July 3rd
7.00 - 11.30

July 13th
12.15 - 17.30

July 23rd
17.30 - 22.45

August 2nd
12.15 - 17.30

August 12th
17.30 - 22.45

August 22nd
7.00 - 11.30

BUS TERMINAL

July 5th
6.45 - 10.45

July 17th
11.45 - 14.45

July 29th
14.45 - 19.45

August 10th
19.45 - 23.45

August 22nd
11.45 - 14.45

TRAIN STATION

July 12th
6:45 - 9:15

July 24th
12:30 - 15:45

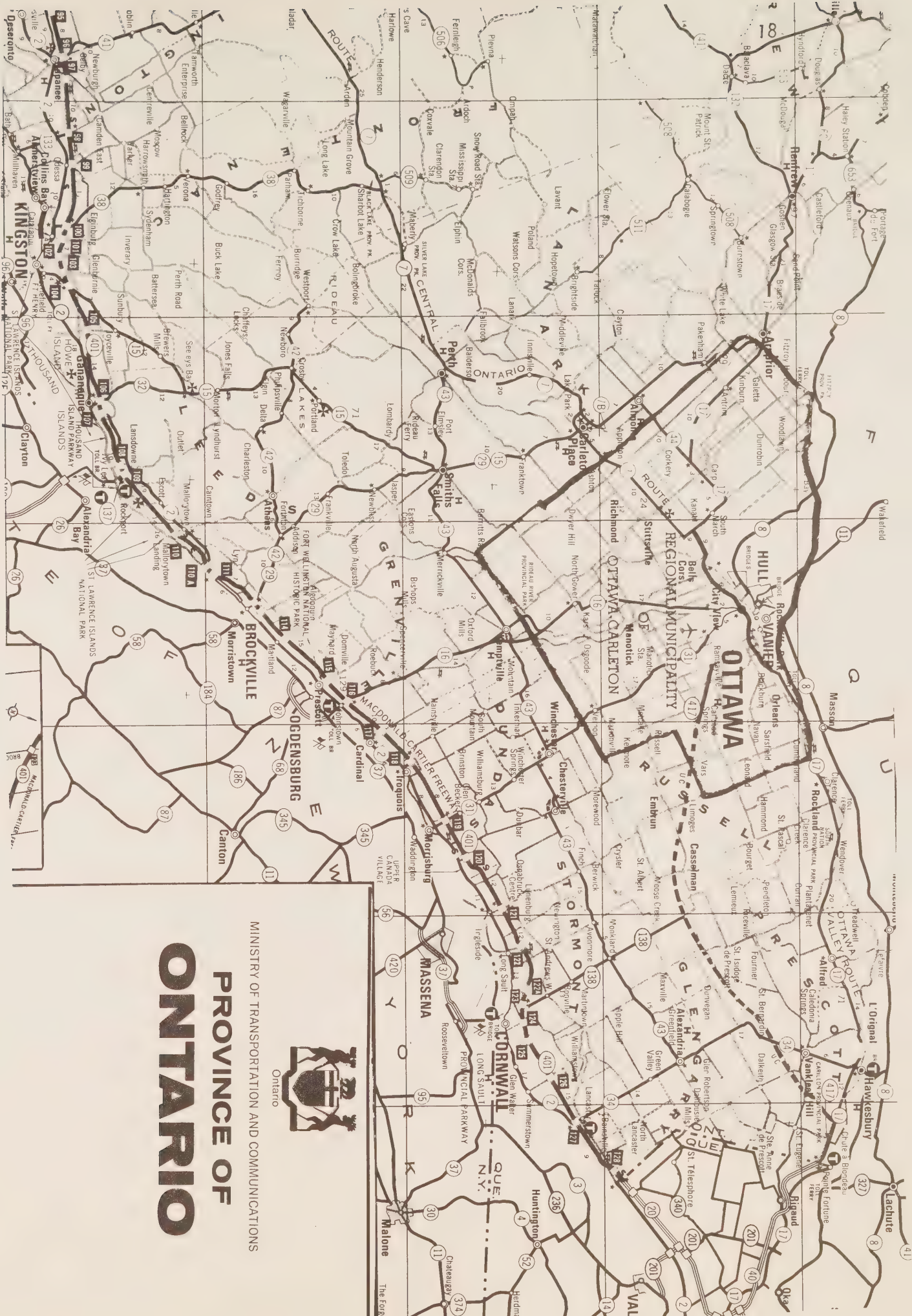
August 6th
15:45 - 18:45

August 18th
12:30 - 17:50

August 30th
6:45 - 9:15

The same questionnaire was administered to visitors leaving by all travel modes, with certain of the questions only being answered by the highway travellers as they only applied to them. Interviewers on staff were capable of speaking either French or English, and the questionnaire which appears at the rear of the report was also bilingual.

The following sections of this report cover the Study Highlights, Summary of Survey Findings, and an example of the questionnaire.



Ontario

MINISTRY OF TRANSPORTATION AND COMMUNICATIONS

PROVINCE OF
ONTARIO

STUDY HIGHLIGHTS

10/10/2020

STUDY HIGHLIGHTS

- The Ottawa/Hull region appears to have met with general approval from those tourists visiting in 1972. Almost every one of the respondents were pleased with their visit, with the main source of dissatisfaction being the condition of the roads, and a few experienced difficulties in finding their way around. No pointedly derogatory remarks in any significant numbers were directed at any of the hotel, motel or restaurant facilities. Many visitors in this sample were returning on this trip to the area for at least the second time.
- The traditional sight to see was the Parliament Buildings, with the Sparks Street Mall coming second. The National Arts Centre, Official Residences and Museums were viewed by 20% of the tourists or higher. Those travelling by bus or train were the most active sightseers.
- Most of those represented among the motor vehicle parties were Canadians (67%) with the U.S. accounting for 32% of them and other foreign origins 1%. Of all parties 43% came from Ontario, 15% from Quebec Province, New York State 9%, and other border or near border U.S. States 11%.

Thirty-two percent of the motor vehicle parties stayed with friends and relatives while 21% used campgrounds, 16% motels, and 11% inns for accommodation.

- Eighty-nine percent of the Bus and Train Travellers, came from Canadian points, more than was true of either of the other two modes. Four percent came from the U.S. probably mostly on buses, and 7% from other foreign origins. Forty-seven percent of them came from Ontario and 24% from Quebec Province. Those from Metro Toronto (15%) and Montreal (16%) were virtually tied in number.

They seemed to be the most active sightseers of all, although their interest in sightseeing as a reason for the trip was no greater than the motoring group. More than either of the two tourist groups travelling by air and motor vehicles, their main interest in coming to the region was to visit friends and relatives. They more often saw entertainment both cultural and otherwise.

Because of their mode of travel and their greater interest in visiting kin, they basically stayed with friends or relatives (46%) or at hotels and inns (26%).

- Air tourists, like those on buses and trains primarily stayed overnight in hotels and inns (41%) and with friends or relatives (37%). Over half primarily came for business or a convention and 32% to visit friends and relatives. Sightseeing was considerably less a motivation for the trip than for the other two groups, but their sightseeing activities were at least as extensive as those who travelled by motor vehicle. They spent the most money in the area of all groups.

- All visitors seemed satisfied with their visit to the region. The greatest volume of complaints were caused by the condition of the roads. Fifty-one percent of the motorists and 37% of the bus and train travellers were returning for another visit for personal or pleasure reasons to the area which seems to confirm the overall satisfaction with the visit expressed.
- The longer the stay the less the motorists seemed to make use of motel accommodation.
- Because air travellers were the ones who most often used commercial accommodation and spent most on food, etc., they spent the most in total (\$153.00 per party on average) during their visit in the region compared with \$123.00 for bus and train travellers and \$98.00 for motor vehicle visitors.

Motorists who used campgrounds or trailer parks spent the least of any of the tourists.

Those motorists who stayed for 3 nights spent 2-1/2 times as much as those staying only for one night, which fact emphasizes the importance of encouraging visitors to lengthen their stay.

- The nearer from which the motorists came the greater the proportion of their total trip they spent in the Ottawa/Hull area. Correlating with this was the fact that those living in closer proximity more often stated that the region was the main destination for their trip.
- The region was the main trip destination for 44% of the motorists, 65% of the bus and train tourists and 71% of air visitors.
- Sixty percent of the motorists, 54% of the air travellers and 42% of the bus and train visitors did not seek out any information about Ottawa before coming. While in the city information was least often sought by the motorists (77%). Among air visitors 62% sought no information, while among bus and train visitors the percentage was 54%.
- Restaurants seemed to be the place where information was asked for most frequently with hotels and motels next most important. Ottawa's municipal tourist information resources were as often used a source among motorists as restaurants and hotels and motels.
- Forty percent of the motorists made no stops on the way to Ottawa at other places, such as Montreal, Toronto, Niagara Falls, etc. Among those who did stop on the way, Montreal, Toronto, Niagara Falls and the 1,000 Islands were most often mentioned. Sixty percent planned no stops on the way home.

- Twenty-one percent of the motorists stopped to get information at Ontario Information Centres, 16% asked for information on Ottawa/Hull and the majority were able to get the information they wanted.

Less than 1% of the motorists were persuaded by information from these Centres to change their plans and go to the region.

SUMMARY OF SURVEY FINDINGS

SUMMARY OF SURVEY FINDINGS

INTRODUCTION:

This section discusses in detail the data generated by the questioning which Market Facts conducted among the existing Ottawa visitors. At the outset a few explanatory details will be useful to remember as the analysis proceeds.

Because of the traffic counts which were made along each highway route surveyed we felt that it was possible to project the counts of vehicles thus obtained to estimate vehicle counts on all routes for the period during which interviewing was conducted, namely from July 3 through September 4 for a period from 8 A.M. through 8 P.M. each day. Our projected estimate of total vehicle counts was 404,461. The availability of these data made it possible to project expenditures of motor vehicle parties as well, and these are given later in the report. We attempted to check our data against those collected from traffic surveys compiled by the Ontario Ministry of Transportation and Communications, but their report is not yet available.

Attempts were also made to collect data to project visitor counts for the air, bus and train modes from the various authorities in a position of knowledge about these modes. The considerable contact time which we expended resulted in nothing better than partial data or "guesstimates" on visitor volumes which we felt were too inaccurate to produce reliable data. Therefore, we have not projected any data for these modes.

Two column heading descriptions for the various geographic areas which appear in some tables to follow require brief explanation:

- 'The West': British Columbia, Alberta, Saskatchewan, Manitoba.
- 'Border/Near Border States': New England States, New York State, Pennsylvania, Ohio, Michigan, Indiana, Illinois.

The purpose of this section of the report is to point out and summarize particularly points of interest which arise from the considerable data generated from this study.

A. . Profile Of The Ottawa Visitor

We are going to illustrate the profile of the Ottawa visitors who came to the region by the three modes of transportation under which they were studied. The first mode will be the tourists whom we interviewed alongside the highways.

i) Motor Vehicle Parties:

The motor vehicle party predominantly seems to come from Ontario with 12% from Metro Toronto, 10% from Eastern Ontario, and altogether 44% coming from this province. Quebec parties accounted for 15%, the border or near-border United States for 11%, New York State 9%, half of these parties from the lake side communities of Buffalo, Western New York, Rochester, Albany and the Watertown areas. The rest of the United States accounted for 12%. In total Canadian motor vehicle parties comprised 69%, those from the United States 32% and other

foreign origins 1%. As probably expected, the motorists least of all used hotels or inns as paid accommodation (11%), more often using camp grounds (21%) or motels (16%). They appeared to spend fewer nights in the area than the others, but were spending about the same number of nights away from home on their trip as the others, probably because their mode of travel allows greater flexibility for stops at other places than is true of the other modes. The region was less often their final destination than was true of parties coming by the other two modes.

The main purpose of their trip, as was true of the others was most often mentioned to be a visit to friends and relatives, and more of them seemed to be just passing through than was true of the air passengers. In terms of overall reasons for the trip, sightseeing of various kinds comprised the majority of interests followed by visits to friends and relatives.

They seemed to spend less money than either of the other two groups overall, and this was due mainly to lower expenditures basically on accommodation and shopping. The sights and attractions which they visited by and large paralleled those seen by the air visitors.

The highway routes followed through the region were most often mentioned to be:

| | |
|---------------|-----|
| - Highway 401 | 38% |
| - Highway 17E | 23% |
| - Highway 17W | 23% |
| - Highway 7 | 23% |
| - Highway 16 | 22% |
| - Highway 31 | 13% |

In total 10% mentioned Quebec Provincial Highway routes as access to the region.

Fewer of them sought assistance for information on the region than was the case with either of the other two groups of travellers from the well known and patronized Ottawa sources. Their level of education and incomes paralleled those of bus and train travellers, and were lower than those of the air travellers.

ii) Bus and Train Tourists

Those tourists who were leaving the region by bus or train were similar in many respects to the tourists who were interviewed on the highways. They expected to be away about the same number of nights from home, sightseeing was a major activity on their schedule, and was an important reason for coming to the area. Also their levels of education and income were similar. However, by contrast more of them came from Canadian points of origin than was true of either of the tourist groups travelling by the other two modes. The proportion of U.S. tourists was far below that of motor vehicle parties, and also below the percentage experienced among air travellers. They seemed to stay longer in the area than the motorists, but basically did not expect to be away from home any longer than the motorists. For 2/3 of them Ottawa/Hull was the final destination, and this was a higher proportion than was mentioned by the motor vehicle parties, but was not unlike the indications of the air travellers.

More often than was the case with either of the other two groups their main reason for the trip was to see friends and relatives. The other main motivation mentioned for the trip was about the same as for the motorists. In terms of their overall reasons for the trip, besides the greater interest in visiting kin they were more interested than the other travelling groups in the National Arts Centre, shopping and entertainment both cultural and otherwise. This is probably due to the fact that they came in greater numbers from the neighbouring Province of Quebec than was true of either of the other two groups, and furthermore they probably were more organized on a pre-plan tour basis than would be true of the others.

iii) Air Tourists:

The respondents who were leaving Ottawa by air exhibited expected differences; for instance, more of them came from the Prairies and foreign destinations other than the U.S., than was true of the others, but while more of them came from the U.S. than was true of those leaving on the highways over one third used the homes of friends and relatives as the places where they stayed overnight in the area. Like those leaving by buses and trains, those leaving by air stayed longer than the motor vehicle parties. The number of nights which they spent in the region was the same as the bus and train group and slightly less than the motorists.

In 71% of the cases Ottawa/Hull was the main destination for the trip, and as expected 54% came mainly for business or convention reasons. Also as expected their sight seeing activities were less often the reason for the trip than was true of the other groups. They spent the most money of any of the three groups in the area topping the others particularly in their expenditures on accommodation, food and beverages. The sights and attractions they visited were not unlike those of the highway travellers.

As expected their levels of education and income were the highest of the three groups.

TABLE 1
ORIGIN OF VISITORS

| ORIGIN | Mode of Travel | | |
|--|----------------|-----|-----------|
| | Highway | Air | Bus/Train |
| <u>Ontario</u> | % | % | % |
| - Metro Toronto | 12 | 19 | 15 |
| - Eastern Ontario | 10 | 2 | 12 |
| - Rest of Central Ontario | 5 | 5 | 4 |
| - Niagara | 3 | 2 | 2 |
| - Lake Ontario | 3 | 1 | 2 |
| - Northeastern Ontario | 3 | 4 | 5 |
| - Georgian Bay | 2 | - | 4 |
| - Midwestern Ontario | 2 | 2 | 1 |
| - Lake Erie | 2 | 2 | 1 |
| - Lake St. Clair | 1 | 1 | - |
| - Northwestern Ontario | 0.4 | 1 | 1 |
| TOTAL Ontario | 43 | 39 | 47 |
| <u>Quebec</u> | | | |
| - Metro Montreal | 10 | 3 | 16 |
| - Quebec City | 0.3 | 2 | 2 |
| - Rest of Quebec | 5 | 3 | 6 |
| TOTAL Quebec | 15 | 8 | 24 |
| <u>Prairies</u> | | | |
| - Manitoba | 1 | 4 | 2 |
| - Saskatchewan | 0.5 | 3 | 1 |
| - Alberta | 2 | 7 | 4 |
| TOTAL Prairies | 4 | 14 | 7 |
| British Columbia and North West Territories | 2 | 3 | 4 |
| Atlantic Provinces | 4 | 7 | 7 |
| <u>New York State</u> | | | |
| - Lakeside | 5 | - | - |
| - New York City | 2 | 1 | 0.5 |
| - Rest of New York State | 2 | 1 | 0.5 |
| TOTAL New York State | 9 | 2 | 1 |
| <u>Border/Near Border States</u> | | | |
| - New England States | 4 | 1 | - |
| - Michigan | 3 | 1 | - |
| - Pennsylvania | 2 | 1 | 1 |
| - Ohio | 1 | 1 | - |
| - Illinois | 1 | 1 | - |
| TOTAL Border/Near Border States | 11 | 5 | 1 |
| Rest of United States | 12 | 11 | 2 |
| Other Foreign Origins | 1 | 11 | 7 |
| <u>SUMMARY</u> | | | |
| TOTAL CANADA | 67 | 71 | 89 |
| TOTAL UNITED STATES | 32 | 18 | 4 |
| TOTAL OTHER FOREIGN | 1 | 11 | 7 |
| PROJECTED NUMBER OF VISITOR PARTIES | 404,461 | | |
| NUMBER OF RESPONDENTS | 773 | 220 | 190 |

The remainder of this section will be concerned with the detailed study of the results of the questioning administered to the respondents. The tables on which the following remarks are based will be reproduced on the page opposite the written analysis so that it will be easier to follow the points being made. In the case of air, bus and train travellers the tabulations of sub-groups within these samples left us with numbers of respondents too small to be meaningful in terms of reporting and analysis. This problem, however, does not exist with motor vehicle parties since the sample was considerably larger from these travellers, and several tabulation breaks of sub-groups are being reported. However, travellers from the Atlantic Provinces, other foreign origins and those with incomes under \$4,000 were not sufficient in number on which to base meaningful findings. Therefore, in the tables which follow these sub-groups have been eliminated.

B. Origin Of Visitors:

The largest single origin of visitors geographically was the Province of Ontario, with about 15% coming from Metro Toronto and about the same number from Eastern Ontario. General speaking the farther West in Ontario the fewer the number of visitors. Quebec Province in total accounted for roughly 1/4 of the bus and train visitors, 15% of the motor vehicle parties and 8% of those travelling by air. As expected Metro Montreal made up the largest proportion of the Quebecers for both bus and train and motor vehicle parties. In the case of air, Quebec visitors were distributed evenly amongst Montreal, Quebec City and the rest of the province. As can be seen from Table 1, Quebec City itself did not make any significant contribution to tourist traffic in the region.

TABLE 2

TYPE OF ACCOMMODATION MOST USED BY MODE OF TRAVEL

| Type of Accommodation Used: | Mode of Travel | | | Motor Vehicle Parties By Origin (1) | | | | | | | | | | |
|--|----------------|---------------|--------------|-------------------------------------|--------------------|--------------------|----------|--------|-------------|----------------------|--------|--------|-------------------------------------|--------------------|
| | Air | Bus/ Train | High- Way | By Origin | | | | | | | | | Border/ Near Border States | Rest Of U.S. |
| | % | % | % | Metro Toronto | Eastern Ontario | Rest Of Ontario | Montreal | Quebec | The West | New York State | | | | |
| Home of friends/Relatives | 37 | 46 | 32 | 42 | 35 | 39 | 29 | 40 | 30 | 18 | 11 | 19 | | |
| Campgrounds/Trailer Park | 1 | 1 | 21 | 6 | 10 | 22 | 10 | 21 | 24 | 41 | 38 | 26 | | |
| Motel | 6 | 4 | 16 | 28 | 9 | 13 | 10 | 22 | 6 | 12 | 24 | 22 | | |
| Hotel/Inn | 41 | 26 | 11 | 13 | 11 | 11 | 10 | 5 | 8 | 13 | 17 | 10 | | |
| Private Cottage/Chalet | 3 | 4 | 4 | 3 | 5 | 3 | - | 4 | 3 | 5 | 2 | 8 | | |
| Did not stay overnight | 12 | 17 | 17 | 12 | 34 | 12 | 42 | 13 | 18 | 13 | 6 | 17 | | |
| Projected Number of Motor Vehicle Parties who stated | | | 404,129 | 48,077 | 39,161 | 89,484 | 39,069 | 20,873 | 22,724 | 36,347 | 39,811 | 46,848 | | |
| Number of Respondents who stated | 218 | 189 | 768 | 77 | 67 | 158 | 85 | 50 | 46 | 67 | 75 | 96 | | |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small for analysis.
Adds to more than 100% due to multiple mentions.

It probably is worthwhile to note that the overall proportion of Montreal visitors might be understated in this study due to the fact that motor vehicle interviewing was conducted at service stations. This may also be true for those coming from Eastern Ontario. Many of the points within these regions are probably sufficiently close to Ottawa that motorists can drive in and out of the region without stopping at a service station for gasoline within the area in which we were conducting the interviews. We should make the assumption that the proportion represented here of these visitors is probably somewhat understated.

Visitors from the states in the U.S. which are border ones or close to the Canadian border comprised 11% of the sample, with those from New York State numbering 9% and the rest of the U.S. 12% among motor vehicle tourists. Visitors from the U.S. primarily come by car.

Quebecers appear to be more prominent among bus and train travellers with 1/4 of them coming from this province.

C. Type of Accommodation Used:

Motor vehicle parties spread their paid accommodation business among camp grounds, motels, and hotels or inns. Most often they mentioned camp grounds as their accommodation (21%) and the incidence of use of this type of accommodation was most noticeable amongst those from New York State (41%) and the border or near border states (38%). 32% stayed with friends or relatives.

Basically the longer the stay the less motel accommodation was used and those staying two nights or more were more likely to be staying with friends and relatives.

TABLE 3
 TYPE OF ACCOMMODATION MOST USED
 BY MOTOR VEHICLE PARTIES
 BY NUMBER OF NIGHTS SPENT IN OTTAWA/HULL REGION

| | <u>Motor Vehicle Parties by Number of Nights Spent in Ottawa/Hull Region</u> | | | | |
|---|--|-----------------------|-------------------------|---|----------------------------------|
| | <u>One Night</u> | <u>Two Nights</u> | <u>Three Nights</u> | <u>Four To Seven Nights</u> | <u>Over Seven Nights</u> |
| <u>Type of Accommodation Used:</u> | % | % | % | % | % |
| Home of friends/Relatives | 25 | 44 | 51 | 40 | 47 |
| Campgrounds/Trailer Park | 24 | 17 | 25 | 38 | 25 |
| Motel | 29 | 21 | 18 | 12 | 5 |
| Hotel/Inn | 17 | 19 | 8 | 14 | 4 |
| Private cottage/Chalet | 2 | 2 | 4 | 3 | 17 |
| Projected Number of Motor Vehicle Parties Who Stated | 112,365 | 71,539 | 47,032 | 53,128 | 40,624 |
| Number of Respondents Who Stated | 224 | 135 | 85 | 99 | 75 |

Adds to more than 100% due to multiple response.

TABLE 4
 TYPE OF ACCOMMODATION MOST USED
 BY MOTOR VEHICLE PARTIES
 BY TOTAL ANNUAL FAMILY INCOME

| <u>Type of Accommodation Used:</u> | Motor Vehicle Parties by Total Annual Family Income | | | | |
|---|---|----------------------|------------------------|-----------------------|-----------------------|
| | \$4,000 - \$6,999 | \$7,000 - \$9,999 | \$10,000 - \$14,999 | \$15,000- \$19,999 | \$20,000- and Over |
| | % | % | % | % | % |
| Home of friends/Relatives | 50 | 43 | 30 | 23 | 22 |
| Camp grounds/Trailer park | 18 | 19 | 23 | 24 | 23 |
| Motel | 9 | 13 | 16 | 20 | 19 |
| Hotel/Inn | 6 | 5 | 14 | 15 | 16 |
| Private cottage/Chalet | 2 | 4 | 3 | 5 | 5 |
| Did not stay overnight | 21 | 17 | 13 | 12 | 20 |
| Projected Number of Motor Vehicle Parties Who Stated | 30,551 | 83,872 | 114,403 | 62,378 | 50,796 |
| Number of Respondents Who Stated | 59 | 159 | 214 | 120 | 104 |

Adds to more than 100% due to multiple response.

About 20% of motor vehicle tourists in any income group used trailer parks or camp grounds, and the higher the income the less friends and relatives were used and the more hotels or inns were patronized.

TABLE 4A

AVERAGE AMOUNT SPENT ON VARIOUS ITEMS IN OTTAWA/HULL REGION
 PER VISITOR PARTY BY MODE OF TRAVEL
 (AVERAGES ROUNDED TO NEAREST DOLLAR)

| <u>ITEM</u> | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Motor Vehicle</u> | <u>Air</u> | <u>Bus/Train</u> |
| | \$ | \$ | \$ |
| Accommodation | 21. | 45. | 31. |
| Food/Beverages | 31. | 49. | 35. |
| Automobile | 12. | 9. | 7. |
| Entertainment | 8. | 19. | 10. |
| Gifts/shopping/incidentals | 14. | 24. | 25. |
| Major expenditure (property, boats,etc.) | 10. | 1. | 4. |
| Other items | 2. | 6. | 11. |
| TOTAL EXPENDITURES | 98 | 153 | 123 |
| Total Projected Number of Motor Vehicle Parties Who Stated | 377,568 | | |
| Number of Respondents Who Stated | 721 | 192 | 161 |

D. Amount Spent On Various Items In The Region

As pointed out previously on average the air travellers as expected spent the most in the region averaging \$153.00, with the bus and train travellers \$123.00 and the motor vehicle tourists \$98.00. Accommodation, food and beverages, entertainment and shopping all contributed to the higher expenditure by air visitors, with spending on accommodation and again shopping contributing to higher amounts reported by the bus and train travellers. Shopping was not as important a consideration among motorists as it was with the other two groups, probably because many of them were camping outside the Ottawa shopping areas.

TABLE 4B

PROJECTED AMOUNT SPENT BY PROJECTED NUMBER OF MOTOR VISITOR
PARTIES IN THE OTTAWA/HULL REGION

| <u>ITEM</u> | <u>Motor Vehicle Parties</u> \$ |
|---|--|
| Accommodation | 8,494,000 |
| Food/Beverages | 12,538,000 |
| Automobile | 4,853,600 |
| Entertainment | 3,236,000 |
| Gifts/shopping/incidentals | 5,662,000 |
| Major expenditure (property, boats, etc.) | 4,045,000 |
| Other Items | 809,000 |
| TOTAL EXPENDITURES | 39,637,000 |
| Projected Number of Motor Vehicle Parties Who Stated | 377,508 |
| Number of Respondents Who Stated | 721 |

Projecting expenditures among the motor vehicle parties to our total estimated vehicle counts indicate that during the summer months these visitor parties spent about \$40 million in the Ottawa/Hull area. This figure, however, is subject to statistical error of a significant quantity. As well travellers who might have left the region between 8.00 P.M. and 8.00 A.M. each day were omitted, although this "leakage" is probably a minor factor.

Amounts spent on food and beverages outpaced all other items at around \$13 million, comprising 32% of the total.

TABLE 5
 AVERAGE AMOUNT SPENT ON VARIOUS ITEMS
 MY MOTOR VEHICLE PARTIES
 BY TYPE OF ACCOMMODATION USED
 (AVERAGES ROUNDED TO NEAREST DOLLAR)

| <u>ITEM</u> | Motor Vehicle Parties By Type Of Accommodation Used | | |
|---|--|-------------------------------------|--------------------------------------|
| | <u>Home of Friends/ Relatives</u> | <u>Commercial Accommodation</u> | <u>Camp Grounds Trailer Park</u> |
| | \$ | \$ | \$ |
| Accommodation | 9 | 48 | 19 |
| Food and Beverages | 33 | 35 | 31 |
| Automobile | 15 | 8 | 13 |
| Entertainment | 12 | 9 | 6 |
| Gifts/shopping | 19 | 13 | 11 |
| Major expenditure | 24 | - | 2 |
| Other items | 3 | 1 | 3 |
| TOTAL EXPENDITURES | 115 | 114 | 85 |
| Total Projected Number of Respondents Who Stated | 120,977 | 104,760 | 82,260 |
| Number of Respondents Who Stated | 231 | 200 | 157 |

NOTE: 'Private Cottage/Chalet' and 'Others' breaks not reported as base too small.

Table 5 seems to confirm the conclusion stated by observers of tourism that campers spend less than any other kind of tourist. In this study their expenditures at \$86.00 on the average were considerably less than those reported by those staying at the home of friends and relatives or staying in commercial accommodations. Campers appeared to have spent as much as those using other forms of accommodation on food and beverages, and of course on their automobile, but they spent less in most other categories. As well we expected that those visiting friends and relatives would have spent less than reported in Table 5, and this would be the case were it not for reports of major expenditures which on average amounted to \$24.00. This figure may be atypical, and has probably unduly contributed to the level of expenditures reported by this group. We tend in our own thinking to discount this factor, and feel that expenditures of those staying with friends and relatives would probably on average be slightly more than those reported by the campers.

TABLE 6

AVERAGE AMOUNT SPENT ON VARIOUS ITEMS BY MOTOR VEHICLE

PARTIES BY ORIGIN

(AVERAGE ROUNDED TO NEAREST DOLLAR)

(1)

Motor Vehicle Parties by Origin

| ITEM | Motor Vehicle Parties by Origin | | | | | | | | |
|--|---------------------------------|-----------------|--------------------|---------------|----------------------|-------------|---------------|-------------------------------------|--------------------|
| | Metro Toronto | East Ontario | Rest of Ont. | Mont- real | Rest of Quebec | The West | N.Y. State | Border/ near Border States | Rest of U.S. |
| | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
| Accommodation | 17 | 19 | 17 | 22 | 49 | 17 | 15 | 24 | 27 |
| Food and Beverages | 22 | 26 | 27 | 26 | 40 | 45 | 25 | 36 | 38 |
| Automobile | 5 | 8 | 12 | 9 | 20 | 13 | 8 | 14 | 17 |
| Entertainment | 10 | 11 | 8 | 5 | 8 | 9 | 5 | 10 | 5 |
| Gifts/shopping | 6 | 14 | 12 | 4 | 18 | 19 | 12 | 21 | 15 |
| Major Expenditure | 1 | 28 | 4 | 1 | 35 | 51 | 6 | - | 3 |
| Other items | 4 | 1 | 4 | 1 | 3 | - | 6 | 2 | 2 |
| TOTAL EXPENDITURES | 65 | 107 | 84 | 68 | 173 | 154 | 77 | 107 | 107 |
| Total Number of Projected Respon- dents Who Stated | 44,986 | 37,840 | 82,673 | 39,069 | 19,174 | 21,624 | 32,759 | 38,708 | 44,569 |
| Number of Respon- dents | 86 | 72 | 158 | 75 | 37 | 41 | 63 | 73 | 85 |

(1) Note: Atlantic Provinces and other foreign breaks eliminated because bases too small.

Looking at Table 6 it indicates the particular origins from which motor vehicle parties reported these major expenditures with those from the Canadian West averaging \$51.00, those from those parts of Quebec outside Montreal reporting \$35.00 and those from Eastern Ontario indicating \$28.00 on the average. The average total expenditures reported by Quebecers outside of Montreal appear high in relation to their geographic proximity at \$173.00 when Montrealers and Torontonians spent about \$70.00 per party. The reported major expenditures among those from Eastern Ontario appear to have also raised their spending figures considerably about what one might expect like they did for those from Quebec outside of Montreal. Beyond these seemingly spurious results it appears that the farther away travellers start from the more they spend.

TABLE 7

AVERAGE AMOUNT SPENT ON VARIOUS ITEMS BY MOTOR
VEHICLE PARTIES BY NUMBER OF NIGHTS SPENT IN
OTTAWA/HULL REGION

(AVERAGES ROUNDED TO NEAREST DOLLAR)

| <u>ITEM</u> | Motor Vehicle Parties by Number of Nights Spent In Ottawa/Hull Region | | | | | |
|---|--|----------------------------|-----------------------------|-------------------------------|---|--|
| | <u>No Nights</u> \$ | <u>One Night</u> \$ | <u>Two Nights</u> \$ | <u>Three Nights</u> \$ | <u>Four To Seven Nights</u> \$ | <u>Over Seven Nights</u> \$ |
| Accommodation | 1 | 14 | 21 | 17 | 31 | 73 |
| Food and Beverages | 9 | 14 | 23 | 31 | 46 | 110 |
| Automobile | 6 | 6 | 9 | 13 | 18 | 35 |
| Entertainment | 2 | 3 | 6 | 8 | 18 | 27 |
| Gifts/shopping | 5 | 6 | 12 | 12 | 23 | 52 |
| Major expenditure | 2 | - | - | 25 | 2 | 58 |
| Other items | - | - | - | - | 7 | 13 |
| TOTAL EXPENDITURES | 25 | 43 | 71 | 106 | 145 | 368 |
| Projected Number of Respondents Who Stated | 66,707 | 104,224 | 68,848 | 45,665 | 48,317 | 38,088 |
| Number of Respondents Who Stated | 127 | 199 | 132 | 87 | 92 | 73 |

It appears that if a tourist can be encouraged to spend one night in the area his expenditures will almost double due to costs of accommodation and food and beverages. Similarly, those who stayed for three nights spend four times as much as those not staying overnight and two and a half times as much as those staying only for one night.

TABLE 8

AVERAGE AMOUNT SPEND ON VARIOUS ITEMS BY MOTOR
VEHICLE PARTIES BY TOTAL ANNUAL FAMILY INCOME

(AVERAGES ROUNDED TO NEAREST DOLLAR)

| | Motor Vehicle Parties By Total Annual Family Income | | | | |
|--|--|------------------------------|-------------------------------|-------------------------------|-----------------------------|
| | <u>\$4,000 - \$6,999</u> | <u>\$7,000 - \$9,999</u> | <u>\$10,000- \$14,999</u> | <u>\$15,000- \$19,999</u> | <u>\$20,000 or Over</u> |
| <u>ITEM</u> | \$ | \$ | \$ | \$ | \$ |
| Accommodation | 12 | 18 | 23 | 25 | 27 |
| Food and Beverages | 20 | 26 | 28 | 31 | 57 |
| Automobile | 10 | 13 | 11 | 12 | 14 |
| Entertainment | 5 | 8 | 9 | 9 | 14 |
| Gifts/shopping | 4 | 13 | 14 | 18 | 25 |
| Major expenditure | 1 | 14 | 7 | 4 | 29 |
| Other items | 1 | 1 | 3 | 2 | 3 |
| TOTAL EXPENDITURES | 53 | 93 | 95 | 101 | 169 |
| Projected Number of Motor Vehicle Parties Who State | 28,594 | 79,236 | 109,906 | 60,449 | 49,467 |
| Number of Respondents | 55 | 151 | 210 | 115 | 95 |

Note: "Under \$4,000" break eliminated because base too small.

Expenditure levels for income groups between \$7,000 and \$20,000 appeared to be just about the same at around \$100 per party. Those with lower incomes spent considerably less, about half as much, and those with incomes \$20,000 or higher, considerably more, as illustrated here on the order of around 70% more.

The previous remarks appear to be a "penetrating glance into the obvious", however, the most interesting aspect of these figures is the magnitude of the rise in spending as it correlates with length of stay and income levels.

Tables 8A through 8D illustrate projected total expenditures among the motor vehicle parties according to tabulation breaks of:

- Type of Accommodation Used
- Annual Family Income
- Number of Nights Spent in the Ottawa/Hull Region.
- Origin.

TABLE 8A

PROJECTED AMOUNT SPENT ON VARIOUS ITEMS BY PROJECTED NUMBER OF
MOTOR VEHICLE PARTIES BY TYPE OF ACCOMMODATION USED

| <u>ITEM</u> | (1) Motor Vehicle Parties by Type of Accommodation Used | | |
|------------------------|---|-------------------------------------|---------------------------------------|
| | <u>Home of Friends/ Relatives</u> | <u>Commercial Accommodation</u> | <u>Camp Grounds/ Trailer Park</u> |
| | \$ | \$ | \$ |
| Accommodation | 1,151,000 | 5,416,000 | 1,629,000 |
| Food and Beverages | 4,220,000 | 3,949,000 | 2,656,000 |
| Automobile | 1,918,000 | 903,000 | 1,114,000 |
| Entertainment | 1,535,000 | 1,016,000 | 514,000 |
| Gifts/shopping | 2,430,000 | 1,467,000 | 943,000 |
| Major expenditure | 3,069,000 | - | 171,000 |
| Other items | 384,000 | 113,000 | 257,000 |
| TOTAL EXPENDITURES | 14,707,000 | 12,864,000 | 7,284,000 |

(1) Note: 'Private Cottage/Chalet' and 'Others' breaks not reported as bases too small.

TABLE 8B

PROJECTED AMOUNT SPENT ON VARIOUS ITEMS BY PROJECTED
NUMBER OF MOTOR VEHICLE PARTIES BY TOTAL ANNUAL FAMILY INCOME

| ITEM | Motor Vehicle Parties by Total Annual Family Income | | | | |
|--------------------|---|----------------------------|-----------------------------|-----------------------------|---------------------------|
| | \$ \$4,000 - \$6,999 | \$ \$7,000 - \$9,999 | \$ \$10,000- \$14,999 | \$ \$15,000- \$19,000 | \$ \$20,000 Or Over |
| Accommodation | 366,612 | 1,509,696 | 2,631,269 | 1,559,450 | 1,371,492 |
| Food and Beverages | 611,020 | 2,180,672 | 3,203,284 | 1,933,718 | 2,895,372 |
| Automobile | 305,510 | 1,090,336 | 1,258,433 | 748,536 | 711,144 |
| Entertainment | 152,755 | 670,976 | 1,029,627 | 561,402 | 711,144 |
| Gifts/shopping | 122,204 | 1,090,336 | 1,601,642 | 1,122,804 | 1,269,900 |
| Major expenditures | 30,551 | 1,174,208 | 800,821 | 249,512 | 1,473,084 |
| Other Items | 30,551 | 83,872 | 343,209 | 124,756 | 152,388 |
| TOTAL EXPENDITURES | 1,619,203 | 7,800,096 | 10,868,285 | 6,300,178 | 8,584,524 |

TABLE 8C

PROJECTED AMOUNT SPENT ON VARIOUS ITEMS BY PROJECTED NUMBER OF MOTOR
VEHICLE PARTIES BY NUMBER OF NIGHTS SPENT IN OTTAWA/HULL REGION

| Motor Vehicle Parties by Number of Nights Spent in Ottawa/Hull Region | | | | | | |
|---|--------------|--------------|---------------|-----------------|-------------------------|----------------------|
| ITEM | No Nights | One Night | Two Nights | Three Nights | Four to Seven Nights | Over Seven Nights |
| | \$ | \$ | \$ | \$ | \$ | \$ |
| Accommodation | 73,451 | 1,573,096 | 1,502,319 | 799,544 | 1,646,968 | 2,965,553 |
| Food and Beverages | 661,059 | 1,573,096 | 1,645,397 | 1,457,992 | 2,443,888 | 4,468,640 |
| Automobile | 440,706 | 674,184 | 643,851 | 611,416 | 956,304 | 1,421,840 |
| Entertainment | 146,902 | 337,092 | 429,234 | 376,256 | 956,304 | 1,096,848 |
| Gifts/shopping | 367,255 | 674,184 | 858,468 | 564,384 | 1,221,944 | 2,112,448 |
| Major Expenditure | 146,902 | - | - | 1,175,800 | 106,256 | 2,356,192 |
| Other Items | - | - | - | - | 371,896 | 528,112 |
| TOTAL EXPENDITURES | 1,836,275 | 4,831,652 | 5,079,269 | 4,985,392 | 7,703,560 | 14,949,632 |

TABLE 8D

PROJECTED AMOUNT SPENT ON VARIOUS ITEMS BY PROJECTED
NUMBER OF MOTOR VEHICLE PARTIES BY ORIGIN

Motor Vehicle Parties by Origin
(1)

| | <u>Metro Toronto</u> | <u>Eastern Ontario</u> | <u>Rest of Ontario</u> | <u>Mont- real</u> | <u>Rest of Quebec</u> | <u>The West</u> | <u>New York State</u> | <u>Border/Near Border States</u> | <u>Rest of U.S.</u> |
|--------------------|--------------------------|----------------------------|----------------------------|-----------------------|---------------------------|---------------------|---------------------------|--------------------------------------|-------------------------|
| ITEMS | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
| Accommodation | 822,900 | 744,059 | 1,521,228 | 859,518 | 1,022,777 | 378,675 | 545,205 | 955,464 | 1,264,896 |
| Food and Beverages | 1,065,020 | 1,018,186 | 2,416,068 | 1,015,794 | 834,920 | 1,002,375 | 908,675 | 1,433,196 | 1,780,224 |
| Automobile | 242,050 | 313,288 | 1,073,808 | 351,621 | 417,460 | 289,575 | 290,776 | 557,354 | 796,416 |
| Entertainment | 484,100 | 430,771 | 715,872 | 195,345 | 166,984 | 200,475 | 181,735 | 398,110 | 234,240 |
| Gifts/shopping | 290,460 | 548,254 | 1,073,808 | 156,276 | 375,714 | 423,225 | 436,164 | 836,031 | 702,720 |
| Major Expenditure | 48,410 | 1,096,508 | 357,936 | 39,069 | 730,555 | 1,136,025 | 218,082 | - | 140,544 |
| Other Items | 193,640 | 39,161 | 357,936 | 39,069 | 62,619 | - | 218,082 | 79,622 | 93,696 |
| TOTAL EXPENDITURES | 3,146,650 | 4,190,227 | 7,516,655 | 2,656,692 | 3,611,029 | 3,430,350 | 2,798,719 | 4,259,777 | 5,012,736 |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

E. Number of Nights Spent In Ottawa/Hull Region

Motor vehicle parties appeared to spend slightly fewer nights than did travellers on the other modes, and this is predictably a function of partly the origins from which they came, that is their origins were closer to the area itself and also the fact that bus and train travellers more often tended to stay with friends and relatives. By origin those from the Canadian West spent the most time in the region (6 nights) followed by those from areas in Quebec province outside Montreal (5 nights). (See Tables 9 and 10 following.)

TABLE 9

NUMBER OF NIGHTS SPENT IN OTTAWA/HULL REGION
BY MODE OF TRAVEL

| <u>Number of Nights Spent in Ottawa/ Hull Region</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| No nights | 18 | 13 | 20 |
| 1 night | 28 | 18 | 11 |
| 2 nights | 18 | 24 | 17 |
| 3 nights | 12 | 10 | 13 |
| 4 to 7 nights | 14 | 17 | 23 |
| 8 to 14 nights | 6 | 8 | 6 |
| 15 to 19 nights | 1 | 2 | 2 |
| 20 to 29 nights | 1 | 4 | 4 |
| 30 nights or more | 3 | 4 | 4 |
| Average number of nights | 3.6 | 5.3 | 5.2 |
| Projected Number of Motor Vehicle Parties Who Stated | 398,139 | | |
| Number of Respondents Who Stated | 761 | 215 | 184 |

TABLE 10

NUMBER OF NIGHTS SPENT IN OTTAWA/HULL REGION
BY MOTOR VEHICLE PARTIES BY ORIGIN

(1)

| Number Of Nights Spent In Ottawa/Hull Region | Motor Vehicle Parties By Origin | | | | | | | | | |
|---|---------------------------------|--------|-----------------|--------|----------|--------|--------|--------|-------------------|--------|
| | Eastern Ontario | | Rest Of Ontario | | Montreal | | Quebec | | Western Provinces | |
| | % | % | % | % | % | % | % | % | % | % |
| No nights | 13 | 38 | 12 | 41 | 13 | 18 | 19 | 7 | 19 | 19 |
| 1 night | 31 | 25 | 27 | 13 | 34 | 15 | 25 | 41 | 33 | 33 |
| 2 nights | 15 | 13 | 21 | 20 | 13 | 26 | 19 | 16 | 23 | 23 |
| 3 nights | 16 | 8 | 18 | 8 | 12 | 11 | 8 | 10 | 9 | 9 |
| 4 to 7 nights | 19 | 8 | 16 | 13 | 13 | 11 | 20 | 11 | 8 | 8 |
| 8 to 14 nights | 4 | 4 | 4 | 2 | 5 | 4 | 7 | 11 | 3 | 3 |
| 15 to 19 nights | 2 | 2 | - | - | 2 | - | - | 2 | - | - |
| 20 to 29 nights | 1 | - | 1 | 1 | 5 | 9 | - | 1 | - | - |
| 30 nights or more | - | 1 | 2 | 2 | 4 | 7 | 2 | 1 | 5 | 5 |
| Average number of nights | 3.0 | 2.4 | 3.2 | 2.7 | 4.9 | 6.1 | 3.2 | 3.6 | 3.4 | 3.4 |
| Projected Number of Motor Vehicle Parties Who Stated | 46,777 | 38,458 | 89,152 | 39,069 | 20,141 | 22,724 | 35,946 | 38,879 | 46,183 | 46,183 |
| Number of Respondents Who Stated | 79 | 66 | 157 | 85 | 48 | 46 | 67 | 75 | 96 | 96 |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

F. Number Of Nights Spent On The Entire Trip

The number of nights which the respondents expected to spend on the entire trip was not very much different from one sample to the other, and on average appeared to be about 10 in total. Again, looking back at what we have just reviewed it seems that about 40% to 50% of the time of the vacation in total was in the Ottawa area. In total those from the Canadian West expected to be away the longest (21 nights on average) followed by those from states other than border or near-border ones and New York State at 17 nights and those from the nearby states along the border at 13 nights.

TABLE 11
 NUMBER OF NIGHTS SPENT ON ENTIRE TRIP
 BY MODE OF TRAVEL

| <u>Number of Nights Spent on Entire Trip</u> | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| No nights | 6 | 8 | 7 |
| 1 night | 7 | 8 | 7 |
| 2 nights | 8 | 17 | 8 |
| 3 nights | 10 | 14 | 9 |
| 4 to 7 nights | 21 | 17 | 19 |
| 8 to 14 nights | 22 | 11 | 15 |
| 15 to 19 nights | 5 | 5 | 3 |
| 20 to 29 nights | 9 | 6 | 9 |
| 30 nights or more | 9 | 11 | 14 |
| Don't know | 5 | 4 | 10 |
| Average number of nights | 10.3 | 8.7 | 11.1 |
| Projected Number of Visitor Parties Who Stated | 378,148 | | |
| Number of Respondents Who Stated | 773 | 195 | 156 |

In general those motor vehicle parties from Ontario and Quebec indicated that roughly half of their total trip time would be spent in the Ottawa/Hull region, while those from the West in Canada, New York State and the Border/Near Border States expected that about one-third of their trips would be spent in the region, and those in the rest of the U.S. mentioned the proportion of total trip time to be spent in the region at about 20%. (See Tables 11 and 12).

TABLE 12

NUMBER OF NIGHTS SPENT ON ENTIRE TRIP FOR MOTOR VEHICLE PARTIES BY ORIGIN

| Number of Nights Spent On The Entire Trip | Motor Vehicle Parties By Origin (1) | | | | | | | | | | x |
|--|-------------------------------------|--------|-----------------|--------|----------|-------------------|--------|----------------|--------|-------------------------------|---|
| | Metro Toronto | | | | | Rest Of Quebec | | | | | |
| | Eastern Ontario | | Rest Of Ontario | | Montreal | Western Provinces | | New York State | | Border/ Near Border States | |
| | % | % | % | % | % | % | % | % | % | % | |
| No nights | - | 28 | 3 | 22 | 10 | - | 2 | - | - | - | |
| 1 night | 7 | 20 | 7 | 8 | 12 | 3 | 3 | 2 | - | - | |
| 2 nights | 9 | 11 | 12 | 15 | 12 | - | 8 | - | 1 | 1 | |
| 3 night | 12 | 8 | 15 | 15 | 16 | - | 12 | 10 | - | - | |
| 4 to 7 nights | 34 | 12 | 23 | 19 | 21 | 15 | 23 | 19 | 21 | 21 | |
| 8 to 14 nights | 21 | 6 | 25 | 13 | 9 | 11 | 27 | 35 | 28 | 28 | |
| 15 to 19 nights | 2 | 6 | 2 | 2 | 3 | 2 | 3 | 12 | 7 | 7 | |
| 20 to 29 nights | 13 | 4 | 4 | 3 | 10 | 18 | 9 | 12 | 14 | 14 | |
| 30 nights or more | - | 4 | 3 | 4 | 6 | 35 | 6 | 8 | 20 | 20 | |
| Don.'t know | 3 | - | 6 | - | 2 | 15 | 7 | 3 | 9 | 9 | |
| Average number of nights | 7.0 | 5.5 | 7.8 | 5.5 | 7.5 | 21.0 | 10.0 | 12.9 | 16.7 | 16.7 | |
| Projected Number of Motor Vehicle Parties | 48,409 | 39,161 | 89,484 | 39,069 | 20,873 | 22,724 | 36,347 | 39,811 | 46,848 | 46,848 | |
| Number of Respondents | 93 | 75 | 171 | 74 | 40 | 43 | 69 | 76 | 90 | 90 | |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

TABLE 13

MAIN DESTINATION OF TRIP BY MODE OF TRAVEL

| <u>Main Destination of Trip</u> | <u>Mode Of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Ottawa/Hull Region | 44 | 71 | 65 |
| Rest of Eastern Ontario | 8 | 3 | 4 |
| Metro Toronto | 2 | 3 | 3 |
| Rest of Ontario | 9 | 5 | 4 |
| Montreal | 8 | 4 | 6 |
| Rest of Quebec | 14 | 1 | 4 |
| Other Canadian Destinations | 7 | 6 | 4 |
| U.S. Destinations | 4 | 3 | 1 |
| No particular destination | 6 | 1 | 3 |
| Not Stated | 2 | 6 | 8 |
| Projected Number of Motor Vehicle Parties | 404,461 | | |
| Number of Respondents | 773 | 220 | 190 |

Adds to more than 100% due to multiple response.

G. Main Destination of The Trip:

The Ottawa/Hull region was pinpointed as the main destination of the trip by 44% of motor vehicle parties 71% of air travellers and 65% of bus and train travellers. A considerably higher proportion of highway travellers mentioned places in Quebec outside of Montreal as the places to which they were eventually headed.

MAIN DESTINATION OF TRIP FOR MOTOR VEHICLE PARTIES
BY ORIGIN

| Main Destination of Trip | Motor Vehicle Parties By Origin (1) | | | | | | | | | |
|---|-------------------------------------|-----------------|-----------------|----------|----------------|----------|----------------|---------------------------|--------------|---|
| | Metro Toronto | Eastern Ontario | Rest Of Ontario | Montreal | Rest Of Quebec | The West | New York State | Border Near Border States | Rest Of U.S. | |
| | % | % | % | % | % | % | % | % | % | % |
| Ottawa/Hull Study Area | 47 | 67 | 49 | 55 | 57 | 17 | 40 | 34 | 19 | |
| Rest of Eastern Ontario | 8 | 8 | 10 | 13 | 2 | - | 11 | 7 | 3 | |
| Metro Toronto | 5 | - | - | - | 2 | 10 | 1 | 2 | 3 | |
| Rest of Ontario | 9 | 5 | 10 | 9 | 9 | 10 | 4 | 8 | 13 | |
| Montreal | 16 | 2 | 4 | 1 | - | 23 | 8 | 15 | 9 | |
| Rest Of Quebec | 10 | 6 | 15 | 9 | 21 | 17 | 22 | 14 | 20 | |
| Other Canadian Destinations | 9 | 1 | 5 | - | - | 33 | 1 | 6 | 10 | |
| U.S. Destinations | 3 | 2 | 2 | - | 2 | - | 2 | 6 | 21 | |
| No particular destination | 3 | 7 | 5 | 2 | 8 | - | 13 | 9 | 10 | |
| Not stated | 1 | 2 | 3 | 1 | 4 | - | 2 | 2 | 2 | |
| Projected Number of Motor Vehicle Parties | 48,409 | 39,161 | 89,484 | 39,069 | 20,873 | 22,724 | 36,347 | 39,877 | 46,848 | |
| Number of Respondents | 93 | 75 | 171 | 74 | 40 | 43 | 69 | 76 | 90 | |

Adds to more than 100% due to Multiple Response.

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because base too small.

Ottawa as the main destination seemed to be most often mentioned by those living in closest proximity to it, namely those in Eastern Ontario and in Quebec. Tourists from the Canadian West and parts of the U.S. beyond the border and near-border states least often mentioned Ottawa as the final stop. Those from the West more often mentioned Montreal and destinations outside of Ontario and Quebec as their goals.

TABLE 15A

MOST IMPORTANT REASON FOR TRIP BY MODE OF TRAVEL

| <u>Most Important Reason for Trip</u> (Partial List) | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Visit friends and relatives | 35 | 32 | 46 |
| City sightseeing | 19 | 5 | 15 |
| Rural sightseeing | 4 | 1 | 2 |
| Business | 14 | 46 | 16 |
| Convention | 1 | 8 | - |
| Just passing through | 10 | 3 | 6 |
| To see Parliament/Parliament Buildings | 7 | 1 | 4 |
| Outdoor activities | 3 | 1 | 2 |
| Shopping | 1 | 1 | 5 |
| National Arts Centre | 1 | 1 | 5 |
| Entertainment-cinema, discotheque etc. | 1 | 2 | 3 |
| Cultural entertainment-drama, art, etc. | 1 | 1 | 3 |
| Educational purposes | 4 | 3 | 7 |
| Not stated | - | 1 | - |
| Projected Number of Motor Vehicle Parties | 404,461 | | |
| Number of Respondents | 773 | 220 | 190 |
| Adds to more than 100% due to Multiple Response | | | |

H. Reason For The Trip To The Ottawa/Hull Region

Respondents were asked what the main reason for the trip to the area was, and as is common in many tourism studies we found that the most often mentioned reason amongst the highway and bus and train travellers was a visit to friends and relatives. The bus and train passengers were the ones who mentioned this reason the most among the three groups (46%), and this seemed to be of equal attraction to highway and air travellers (35% and 32% respectively). The primary motivation for those coming by air was business or convention with the 46% of these respondents mentioning this reason. City or rural sightseeing was next most often mentioned as the primary reason for the trip by highway and bus or train travellers.

TABLE 15B

OTHER REASONS FOR TRIP BY MODE OF TRAVEL

| <u>Other Reasons for Trip</u> (Partial List) | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Rural sightseeing | 18 | 8 | 11 |
| City sightseeing | 17 | 13 | 24 |
| Just passing through | 8 | 1 | 4 |
| To see parliament/parliament buildings | 13 | 8 | 12 |
| Visit friends and relatives | 7 | 12 | 12 |
| Education purposes | 4 | 3 | 7 |
| National Arts Centre | 5 | 6 | 8 |
| Outdoor activities | 7 | 4 | 2 |
| Shopping | 5 | 3 | 15 |
| Entertainment - cinema, etc. | 3 | 6 | 10 |
| Cultural entertainment, art drama | 3 | 4 | 10 |
| Business | 2 | 4 | 2 |
| Convention | - | 1 | 3 |
| None of the listed reasons | 29 | 25 | 23 |
| Not stated | 17 | 41 | 19 |
| Projected Number of Motor Vehicle Parties | 404,461 | | |
| Number of Respondents | 773 | 220 | 190 |

Adds to more than 100% due to Multiple Response.

Among the other reasons for the trip sightseeing seemed to be the most important one, either in the city or the rural areas, and an interest in seeing the parliament buildings also arose as one of the more often mentioned items. Among the bus and train travellers entertainment, either cultural or of the commercial variety seemed to be as important a consideration as the sightseeing. These travellers also mentioned shopping more often than any one else.

TABLE 15C
OVERALL REASONS FOR TRIP BY MODE OF TRAVEL
("Main Reasons" plus "Other Reasons")

| <u>Overall Reasons for Trip</u> (Partial List) | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highways</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Visit friends and relatives | 42 | 44 | 58 |
| City sightseeing | 36 | 18 | 39 |
| Rural sightseeing | 22 | 9 | 13 |
| Business | 16 | 50 | 18 |
| Convention | 1 | 9 | 3 |
| To see parliament/parliament buildings | 20 | 9 | 16 |
| Education purposes | 11 | 6 | 14 |
| National Arts Centre | 6 | 7 | 13 |
| Outdoor Activities | 10 | 5 | 4 |
| Shopping | 6 | 4 | 20 |
| Entertainment - cinema etc. | 4 | 8 | 13 |
| Cultural entertainment - art, drama etc. | 4 | 5 | 13 |
| Just passing through | 18 | 4 | 10 |
| Projected Number of Motor Vehicle Parties | 404,461 | | |
| Number of Respondents | 773 | 220 | 190 |

Adds to more than 100% due to Multiple Response.

Putting all the reasons together for the trip, both those which were the most important along with the others mentioned, the highway travellers most mentioned sightseeing, air travellers business, and bus and train travellers a visit to friends and relatives. The Number 2 consideration for the highway and air travellers was a visit to friends and relatives, and for the bus and train visitors, sightseeing.

In a general sense other attractions such as the parliament buildings, the National Arts Centre, cultural and commercial entertainment and shopping seemed to be most often mentioned by the bus and train travellers probably because of tour arrangements or pre-trip promotion to them.

TABLE 16

MOST IMPORTANT REASON FOR TRIP FOR MOTOR VEHICLE PARTIES

BY ORIGIN

| Most Important Reason For Trip (Partial List) | Motor Vehicle Parties By Origin | | | | | | | | | |
|--|---------------------------------|----|--------------|----|-----------------|----|------------------|----|----------------|--|
| | Metro Toronto | | East Ontario | | Rest of Ontario | | Rest of Montreal | | Rest of Quebec | |
| | % | | % | | % | | % | | % | |
| | | | | | | | | | | |
| To visit friends/relatives | 38 | 34 | 48 | 35 | 34 | 32 | 26 | 23 | 24 | |
| City sightseeing | 22 | 5 | 15 | 8 | 12 | 17 | 26 | 39 | 25 | |
| Business | 15 | 28 | 9 | 32 | 27 | 15 | 2 | 4 | 3 | |
| Convention | 1 | - | 2 | 1 | - | - | 2 | 1 | 2 | |
| Just passing through | 3 | 1 | 9 | 10 | 4 | 16 | 9 | 14 | 25 | |
| To see parliament/buildings | 7 | - | 6 | 5 | 12 | 7 | 4 | 9 | 9 | |

Among the motor vehicle parties, considering the closer proximity of more of them, as one can expect a visit to friends and relatives was more important to the Canadian ones than it was to those from the U.S. One-quarter of the latter group did mention this reason as the most important one for their trip compared with 32% or more of the visitors from each of the various parts of Canada. Conversely, sightseeing in the city seemed to be of greater importance to the U.S. visitor, and most particularly so to those from the border or near-border states (39%) than was true of their Canadian counterparts and the other U.S. tourists.

TABLE 17

MOST IMPORTANT REASON FOR TRIP FOR MOTOR
VEHICLE PARTIES BY LEVEL OF EDUCATION ACHIEVED

| <u>Most Important Reason For Trip (Partial List)</u> | Motor Vehicle Parties By Level of Education Achieved | | |
|--|---|---|--|
| | <u>Public/Grade/ Elementary/ Grammar</u> | <u>Part or Complete/ High/Technical</u> | <u>Part or Completed or Post College</u> |
| | % | % | % |
| Visit friends and relatives | 47 | 40 | 30 |
| City sightseeing | 18 | 16 | 20 |
| Business | 11 | 16 | 12 |
| Convention | 3 | 1 | 1 |
| Educational purposes | 2 | 1 | 6 |
| Too see parliament/buildings | 6 | 5 | 9 |
| Just passing through | 11 | 7 | 13 |

Looking at the education level sub-groups for the motor vehicle tourists, it seems that the lower the education level the more important a reason the visit to friends and relatives becomes. Forty-seven percent of those who reached public school mentioned this as the most important reason, 40% of those who achieved high school education mentioned it and among those in college, 30%.

TABLE 18

MOST IMPORTANT REASON FOR TRIP FOR MOTOR VEHICLE PARTIES

BY INCOME

| Most Important Reason For Trip (Partial List) | Motor Vehicle Parties by Total Annual Family Income | | | | | | | |
|--|---|----------------------|----------------------|------------------------|------------------------|-----------------------|---|---|
| | Under \$4,000 | \$4,000 - \$5,999 | \$7,000 - \$9,999 | \$10,000 - \$14,999 | \$15,000 - \$19,999 | \$20,000 - or over | % | % |
| Visit friends/relatives | 28 | 43 | 51 | 32 | 27 | 24 | | |
| City sightseeing | 14 | 16 | 12 | 20 | 26 | 19 | | |
| Business | 14 | 8 | 9 | 16 | 16 | 16 | | |
| Convention | - | 3 | 1 | 1 | 1 | 4 | | |
| Educational purposes | - | 2 | 3 | 3 | 4 | 6 | | |
| To see parliament/buildings | - | - | 6 | 7 | 11 | 11 | | |
| Just passing through | 24 | 11 | 10 | 8 | 4 | 15 | | |

Correlating with this finding the lower the income the more important the reason is the visiting of friends and relatives.

TABLE 19A

WHAT SIGHTS, PLACES, ATTRACTIONS VISITED BY MODE OF TRAVEL

| <u>Sights, Places, Attractions</u> <u>Visited (Partial List)</u> | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Parliament Buildings | 53 | 55 | 73 |
| Sparks Street Pedestrial Mall | 36 | 45 | 61 |
| Changing the Guard | 29 | 30 | 44 |
| National Arts Centre | 26 | 36 | 56 |
| Official Residences | 25 | 27 | 44 |
| Museums | 21 | 16 | 36 |
| Embassies | 18 | 22 | 41 |
| Experimental Farms | 17 | 24 | 31 |
| National Gallery (Art) | 15 | 19 | 36 |
| The Universities | 14 | 24 | 41 |
| The Byward Outdoor Market | 11 | 16 | 32 |
| The Royal Mint | 11 | 17 | 20 |
| Gatineau Park | 14 | 18 | 24 |
| Picnics | 15 | 11 | 15 |
| Swimming | 15 | 14 | 21 |
| Tour Boat Rides on rivers and canals | 6 | 10 | 14 |
| Bus Tours | 6 | 10 | 18 |
| None listed on the questionnaire | 26 | 21 | 14 |
| Average number of items mentioned per Respondent | 3.9 | 4.5 | 6.9 |

Note: Adds to more than 100% due to Multiple Response.

1. Sights, Places, Attractions Visited

Respondents were asked what sights, places and attractions they saw and in what activities they participated while in the Ottawa area. They were supplied with a checklist of specific items, and the results indicate that the major attraction for them was the Parliament Buildings (73% for bus and train; 55% for air; 53% for motor vehicle parties). The Sparks Street Pedestrian Mall was the next most popular attraction, and particularly so with bus and train passengers (61%), followed by air tourists (45%) and finally by motorists (36%). There were fairly sharp differences between the incidence of visits to other attractions among motorists and air travellers and those indicated by bus and train passengers in almost all cases. For instance, just over half of bus and train passengers reported visiting the national Arts Centre, compared with 26% of motorists. As Table 19A indicates, bus and train travellers were the most active sightseers of all of the travellers, mentioning seven items on the average per respondent, compared with four for motorists and five for air travellers. Again, this probably reflects some element of pre-planning which was not exerted on the visits by the other two travelling groups.

WHAT SIGHTS, PLACES, ATTRACTIONS VISITED BY MOTOR VEHICLE PARTIES BY ORIGIN

79

(1)

Motor Vehicle Parties by Origin

| Sights, Places, Attractions Visited | Motor Vehicle Parties by Origin | | | | | | | Border/ Near | | Rest Of U.S. |
|---|---------------------------------|--------------------|--------------------|---------------------|-------------------|-------------|----------------------|------------------|-----|-----------------|
| | Metro Toronto | Eastern Ontario | Rest Of Ontario | Rest Of Montreal | Rest Of Quebec | The West | New York State | Border States | | |
| | % | % | % | % | % | % | % | % | % | |
| Parliament Buildings | 49 | 40 | 51 | 38 | 57 | 65 | 54 | 68 | 58 | |
| Sparks Street Pedestrian Mall | 43 | 33 | 40 | 28 | 32 | 37 | 30 | 37 | 38 | |
| Changing the Guard | 27 | 25 | 21 | 15 | 36 | 36 | 44 | 37 | 35 | |
| National Arts Centre | 27 | 28 | 24 | 24 | 15 | 42 | 26 | 28 | 19 | |
| Official Residences | 27 | 14 | 23 | 21 | 28 | 31 | 29 | 28 | 22 | |
| Museums | 14 | 20 | 24 | 22 | 17 | 31 | 27 | 28 | 11 | |
| Embassies | 15 | 12 | 15 | 12 | 12 | 24 | 31 | 22 | 22 | |
| Experimental Farms | 18 | 21 | 15 | 16 | 13 | 24 | 18 | 17 | 15 | |
| National Gallery (Art) | 17 | 18 | 12 | 13 | 8 | 19 | 19 | 17 | 13 | |
| The Universities | 10 | 7 | 16 | 15 | 12 | 37 | 19 | 14 | 9 | |
| The Byward Outdoor Market | 7 | 12 | 8 | 9 | 15 | 22 | 8 | 15 | 14 | |
| The Royal Mint | 13 | 9 | 12 | 8 | 7 | 26 | 10 | 13 | 14 | |
| Gatineau Park | 12 | 15 | 10 | 21 | 31 | 19 | 8 | 17 | 9 | |
| Picnics | 9 | 13 | 10 | 21 | 27 | 28 | 12 | 17 | 13 | |
| Swimming | 13 | 12 | 16 | 18 | 16 | 10 | 16 | 13 | 16 | |
| Tour boat rides | 5 | 6 | 4 | 5 | 16 | 6 | 4 | 12 | 4 | |
| Bus tours | 3 | 3 | 6 | 1 | 7 | 6 | 7 | 18 | 5 | |
| Average Number of Items Mentioned Per Respondent | 3.4 | 2.7 | 3.6 | 2.5 | 4.4 | 5.3 | 4.1 | 4.5 | 3.7 | |

Adds to more than 100% due to Multiple Response

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

Among the motor vehicle visitors by origin the greatest number of sights and attractions seen was indicated by those from the Canadian West (Average number of items mentioned: 5.3) followed by those from the border or near border U.S. states (4.5), and from Quebec outside Montreal (4.4). The five most popular attractions by origin of motor vehicle party were:

THE 5 MOST FREQUENTLY VISITED SIGHTS OR ATTRACTIONS
BY MOTOR VEHICLE PARTIES

| <u>The 5 Most Fre-</u> <u>quently Visited</u> <u>Sights or</u> <u>Attractions</u> | BY ORIGIN | | | | | | | | |
|--|---------------------------------|------------------------------------|-----------------------------------|------------------|--|---------------------------|---|---|---|
| | (1) | | | | | | | | |
| | Motor Vehicle Parties By Origin | | | | | | | | |
| | <u>Metro</u> <u>Toronto</u> | <u>East-ern</u> <u>Ont-ario</u> | <u>Rest-Of</u> <u>Ont-ario</u> | <u>Mon-treal</u> | <u>Rest</u> <u>Of</u> <u>Que-bec</u> | <u>The</u> <u>West</u> | <u>New</u> <u>York</u> <u>State</u> | <u>Border/</u> <u>Near</u> <u>Border</u> <u>States</u> | <u>Rest</u> <u>Of</u> <u>U.S.</u> |
| Parliament Buildings | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Sparks Street Mall | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 2 |
| Changing The Guard | 3 | 4 | | | 2 | 5 | 2 | 2 | 3 |
| National Arts Centre | 3 | 3 | 3 | 3 | | 2 | | 4 | |
| Official Residences | 3 | | 5 | 5 | 5 | | 5 | 4 | 4 |
| Museums | | | 4 | 4 | | | | 4 | 5 |
| Embassies | | | | | | | 3 | 5 | |
| The Universities | | | | | | 4 | | | |
| Gatineau Park | | | | 5 | 4 | | | | |
| Experimental Farms | | 5 | | | | | | | |
| Picnics | | | | 5 | | | | | |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

TABLE 20

WHAT SIGHTS, PLACES, ATTRACTIONS VISITED
BY MOTOR VEHICLE PARTIES BY NUMBER OF
NIGHTS SPENT IN OTTAWA/HULL REGION

| <u>Sights, Places, Attractions Visited</u> | <u>Number of Nights Spent in Ottawa/Hull Region</u> | | | | | |
|---|---|--------------------|---------------------|---------------------|-------------------------|--------------------------|
| | <u>No Nights</u> | <u>1 Night</u> | <u>2 Nights</u> | <u>3 Nights</u> | <u>4 - 7 Nights</u> | <u>Over 7 Nights</u> |
| | % | % | % | % | % | % |
| Parliament buildings | 32 | 54 | 65 | 56 | 59 | 58 |
| Sparks Street Pedestrian Mall | 19 | 30 | 37 | 40 | 50 | 60 |
| Change the Guard | 12 | 33 | 31 | 31 | 35 | 40 |
| National Arts Centre | 13 | 19 | 31 | 34 | 37 | 34 |
| Official Residences | 16 | 21 | 30 | 30 | 34 | 24 |
| Museums | 9 | 13 | 25 | 25 | 33 | 41 |
| Embassies | 10 | 18 | 25 | 18 | 24 | 16 |
| Experimental Farms | 7 | 14 | 18 | 16 | 22 | 34 |
| National Gallery (Art) | 8 | 13 | 13 | 16 | 27 | 19 |
| The universities | 9 | 11 | 16 | 21 | 16 | 20 |
| The Byward Outdoor Market | 4 | 10 | 10 | 6 | 20 | 26 |
| The Royal Mint | 5 | 8 | 14 | 12 | 15 | 12 |
| Gatineau Park | 9 | 5 | 13 | 19 | 20 | 38 |
| Picnics | 7 | 7 | 14 | 20 | 22 | 34 |
| Swimming | 5 | 6 | 12 | 21 | 26 | 44 |
| Tour Boat Rides | 5 | 3 | 9 | 6 | 12 | 7 |
| Bus Tours | 2 | 9 | 9 | 6 | 7 | 1 |
| Average Number of Items Mentioned Per Respondent | 2.0 | 3.0 | 4.2 | 4.4 | 5.5 | 6.8 |

Adds to more than 100% due to Multiple Response

Table 20 illustrates the visiting pattern of the respondents according to the length of time they stayed in the Ottawa/Hull region, and there seems to be a correlation between the number of nights spent in the area and the number of attractions visited, in that the longer the stay the greater the variety of sights seen. About one-third of the tourists who spent no nights in the area saw the Parliament Buildings, and this led any other attraction by a considerable margin. Those who stayed for one night again emphasized the Parliament Buildings, again by a significant amount over anything else, but sharply increased their sightseeing out a little bit more, still making sure that they saw the Parliament Buildings (65%), and that by a wide margin over any other sight, but also taking in the Arts Centre, official residences, museums and embassies to a greater extent.

TABLE 21

NUMBER OF TIMES OTTAWA/HULL REGION VISITED SINCE JANUARY 1971

| Number of Times (Ottawa/Hull Region) Visited Since January 1971 | FOR CONVENTION | | | OTHER BUSINESS | | | BUSINESS & PERSONAL | | | PERSONAL PLEASURE ONLY | | |
|--|-------------------|----|-----|----------------|----|-----|------------------------|----|-----|---------------------------|----|-----|
| | Highway | | Air | Highway | | Air | Highway | | Air | Highway | | Air |
| | % | | | % | | | % | | | % | | |
| Never | 85 | 46 | 75 | 78 | 32 | 71 | 75 | 41 | 61 | 11 | 26 | 16 |
| This my first trip | 3 | 8 | 3 | 3 | 8 | 2 | 3 | 5 | 6 | 35 | 15 | 36 |
| Once before | 2 | 5 | 1 | 2 | 4 | 2 | 2 | 3 | 3 | 10 | 8 | 5 |
| More than once before | 4 | 10 | 6 | 8 | 28 | 6 | 12 | 13 | 11 | 41 | 16 | 32 |
| Not stated | 6 | 31 | 15 | 9 | 28 | 19 | 8 | 38 | 19 | 3 | 35 | 11 |

J. Previous Visits To Ottawa Region and Reasons:

We asked the respondents two questions from different parts of the questionnaire which concerned visits which they might have made during the previous eighteen months, that is, back to January, 1971. The first of these concerned previous trips for either convention, other business, combined business and personal or pleasure, or personal and pleasure only motives. The second question asked respondents whether they had been to certain specific attractions and sights, and we provided them with a checklist for this questioning.

Of the sample, former residents of Ottawa/Hull region numbered:

| | |
|-----------------------|-----|
| Motor Vehicle Parties | 10% |
| Air | 7% |
| Bus/Train | 7% |

Among the motor vehicle parties, former residents by origin numbered as follows:

| | |
|-------------------------|-----|
| Metro Toronto | 16% |
| Rest of Eastern Ontario | 11% |

TABLE 22

(MOTOR VEHICLE PARTIES)

NUMBER OF TIMES OTTAWA/HULL REGION VISITED FOR --

(1)

| | Motor Vehicle Parties By Origin | | | | | | | | |
|---------------------------------|---------------------------------|---------|---------|-------|------|------|-------|--------|------|
| | Metro | East | Rest of | Mont- | Rest | The | N.Y. | Border | Rest |
| | Toronto | Ontario | Ontario | real | of | West | State | near | of |
| | % | % | % | % | % | % | % | % | % |
| <u>Number of Times</u> | | | | | | | | | |
| <u>Ottawa/Hull Region</u> | | | | | | | | | |
| <u>Visited Since</u> | | | | | | | | | |
| <u>January 1971</u> | | | | | | | | | |
| <u>Convention:</u> | | | | | | | | | |
| Never | 88 | 88 | 85 | 77 | 80 | 91 | 81 | 91 | 82 |
| First trip | 2 | 1 | 3 | - | 3 | - | 8 | 6 | 6 |
| Once before | 2 | - | 3 | 3 | 2 | - | 3 | - | 1 |
| More than once before | - | 3 | 3 | 13 | 7 | 2 | 5 | 1 | 4 |
| Not Stated | 6 | 7 | 4 | 8 | 8 | 6 | 3 | 3 | 8 |
| <u>Other Business:</u> | | | | | | | | | |
| Never | 79 | 61 | 80 | 63 | 72 | 83 | 86 | 92 | 82 |
| First trip | 2 | 5 | 3 | 1 | 3 | - | 5 | 1 | 3 |
| Once before | 2 | 6 | 1 | 3 | - | 2 | 2 | 1 | - |
| More than once before | 7 | 22 | 4 | 24 | 15 | 7 | - | 2 | 3 |
| Not Stated | 9 | 7 | 12 | 9 | 10 | 8 | 7 | 4 | 12 |
| <u>Business & Personal:</u> | | | | | | | | | |
| Never | 81 | 57 | 74 | 67 | 56 | 82 | 87 | 88 | 76 |
| First trip | 3 | 2 | 3 | 1 | 4 | 3 | 5 | 3 | 6 |
| Once before | - | 5 | 2 | 1 | 6 | - | - | 1 | 1 |
| More than once before | 9 | 29 | 10 | 25 | 25 | 9 | 2 | 4 | 8 |
| Not Stated | 8 | 7 | 11 | 7 | 10 | 6 | 7 | 4 | 10 |
| <u>Personal or Pleasure:</u> | | | | | | | | | |
| Never | 10 | 22 | 7 | 14 | 34 | 13 | 6 | 5 | 5 |
| First trip | 22 | 6 | 26 | 10 | 17 | 49 | 52 | 61 | 68 |
| Once before | 10 | 4 | 13 | 8 | 10 | 18 | 3 | 14 | 9 |
| More than once before | 52 | 62 | 48 | 64 | 33 | 19 | 36 | 19 | 17 |
| Not Stated | 7 | 6 | 6 | 5 | 7 | 2 | 4 | 2 | 1 |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

Three-quarters or more of the highway visitors had never before come to Ottawa for any business reasons, but 51% had come either once before or more than once before for personal or pleasure reasons, with 41% having come more than once before for these reasons. Repeat visits in the last eighteen months by the highway travellers for personal or pleasure reasons most often occurred amongst Montrealers and those from Eastern Ontario (64% and 62% respectively). Torontonians and those from the rest of the areas of Ontario outside of Eastern Ontario also seemed to be fairly frequent visitors (52% from Toronto; 48% from the Rest of Ontario had come more than once before). Among the U.S. visitors, those in New York State were the most frequent in their repeat visits with 36% coming more than once before. Thirty-three percent of those in the contiguous border and near-border states had either come once before or more than once before, indicating that there seems to be a fairly strong interest in these states in coming back.

A first-time introduction to the area on this trip for personal or pleasure reasons most frequently occurred with those in the farther away states, either the border or near-border ones or the rest of the U.S. (61% and 68% respectively), followed by those in New York State and the Canadian West (52% and 49% respectively). As will be seen in the section to follow satisfaction with the area among the travellers is high, so that there appears to be good reason to expect repeat visits among those who have come at least once to the region. The incidence of repeat visits is certainly a function of distance, but from every region at least 25% of the travellers were returning for an additional visit to the area. In the case of all Canadian origins 37% or more were returning to the area.

TABLE 23

PARTICIPATION IN SIGHTS AND ACTIVITIES IN OTTAWA/HULL REGION IN
PAST 18 MONTHS BY MODE OF TRAVEL

| <u>Participation in Sights and Activities in Ottawa/Hull Region in Past 18 Months:</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Central Canada Exhibition | 12 | 6 | 12 |
| Football (Spectator) | 7 | 6 | 5 |
| National Arts Centre performance | 7 | 12 | 15 |
| Canadian Tulip Festival | 6 | 7 | 4 |
| Hockey (Spectator) | 6 | 4 | 4 |
| To see the fall colours | 6 | 8 | 6 |
| Skiing | 5 | 5 | 5 |
| Ottawa Winter Carnival | 3 | 4 | 4 |
| Maple sugaring | 2 | 3 | 3 |
| Raftsmen Festival | 1 | 1 | 3 |
| None in the list in questionnaire | 59 | 38 | 51 |
| Not stated | 15 | 36 | 18 |

Note: Adds to more than 100% due to Multiple Response.

In terms of the sights and activities in which these respondents participated in the last eighteen months before the interviewing 59% of those leaving the area by highway, 38% of air travellers and 51% of bus and train passengers indicated they had done nothing in the checklist which we provided. The bus and train passengers (15%) and air travellers (12%) most frequently mentioned going to a National Arts Centre performance with the Central Canada Exhibition most often mentioned by those on the highway (12%) and the bus and train travellers (12%).

TABLE 24

SATISFACTION WITH ASPECTS OF TRIP BY MODE OF TRAVEL

| <u>Satisfaction With Aspects of Trip</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| <u>Roads/Highways:</u> | | | |
| Satisfied | 72 | 73 | 81 |
| Dissatisfied | 28 | 26 | 18 |
| Don't know | - | 1 | 1 |
| <u>Recreational Facilities:</u> | | | |
| Satisfied | 87 | 86 | 81 |
| Dissatisfied | 6 | 7 | 14 |
| Don't know | 7 | 7 | 5 |
| <u>Sightseeing Attraction:</u> | | | |
| Satisfied | 94 | 97 | 97 |
| Dissatisfied | 3 | 1 | 3 |
| Don't know | 3 | 2 | - |
| <u>Hospitality:</u> | | | |
| Satisfied | 95 | 95 | 91 |
| Dissatisfied | 4 | 5 | 7 |
| Don't know | 1 | 1 | 2 |
| <u>The Whole Trip to Ottawa/Hull:</u> | | | |
| Satisfied | 97 | 99 | 96 |
| Dissatisfied | 3 | 1 | 4 |
| Don't know | - | - | - |

K. Satisfaction with Aspects of the Trip

We asked respondents to indicate whether or not they were satisfied with each of four different aspects of the trip to the Ottawa/Hull region and finally with the whole trip itself to the area. The four individual aspects considered were roads/highways; recreational facilities; sightseeing attractions; and hospitality.

The most dissatisfaction found concerned roads with 28% of the motor vehicle parties and 26% of the air tourists indicating their displeasure. With the other three aspects over 90% of the respondents were satisfied with the sightseeing attractions and the hospitality, and between 81% and 87% were pleased with the recreational facilities. Thinking of the entire trip to the region satisfaction was registered in the range between 96% and 99% overall, among the 3 mode groups.

TABLE 25

SATISFACTION WITH ROADS/HIGHWAYS IN OTTAWA/HULL REGION
AMONG MOTOR VEHICLE PARTIES BY ORIGIN

| | (1) Motor Vehicle Parties By Origin | | | | | | | | |
|------------------------|--|-------------------------|--------------------------------|-----------------------|-------------------------------|---------------------|-----------------------|---|-----------------------------|
| | <u>Metro Toronto</u> | <u>East Ontario</u> | <u>Rest of Ontario</u> | <u>Mont- real</u> | <u>Rest of Quebec</u> | <u>The West</u> | <u>N.Y. State</u> | <u>Border/ Near Border States</u> | <u>Rest of U.S.</u> |
| | % | % | % | % | % | % | % | % | % |
| <u>Roads/Highways:</u> | | | | | | | | | |
| Satisfied | 70 | 69 | 78 | 49 | 73 | 70 | 87 | 72 | 77 |
| Dissatisfied | 30 | 31 | 22 | 51 | 27 | 30 | 13 | 28 | 23 |
| Don't know | - | - | - | - | - | - | - | - | - |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

By place of origin motor vehicle parties from Montreal were the most dissatisfied of anyone with the roads, with 51% of them indicating that they were dissatisfied. This is probably to be expected since during the summer of 1972 both of the major provincial highways leading into Hull were under construction for considerable distances just on the outskirts of the city. Those from New York State seemed to be the most pleased with the condition of the roads, probably because of the four-lane accesses to the Canadian border leaving them with a reasonably short trip on well maintained two-lane roads into the City.

TABLE 26

REASONS FOR DISSATISFACTION AMONG THOSE DISSATISFIED
WITH ONE OR MORE ASPECTS OF STAY BY MODE OF TRAVEL

| <u>Reasons for Dissatisfaction</u> (Partial List) | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highways</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Bad/poor/rough roads/construction | 38 | 42 | 22 |
| It was difficult to find our way around | 19 | 22 | 20 |
| Traffic too heavy/street can't handle traffic | 10 | 3 | - |
| Meals were not suitable | 5 | 2 | 7 |
| Poorly marked roads/poor road signs | 5 | 3 | - |
| Not enough for us to see/do | 4 | 8 | 13 |
| Found some things to see/do not available | 4 | 7 | 11 |
| Poor facilities in camp grounds | 4 | - | - |
| People not as friendly as expected | 4 | 7 | 2 |
| Didn't like the accommodation | 3 | 5 | 9 |
| Lack of (unpolluted) beaches/indoor pools | 1 | - | 4 |
| Complaints about Parliament Hill | 2 | - | 4 |

Respondents who were dissatisfied with one or more of the aspects of their stay were asked to elaborate on their specific reasons for dissatisfaction. The most frequent item mentioned was the roads, the bad or poor roads, among 42% of the air travellers and 38% of the highway travellers. Bus and train travellers who were not as exposed to the problems at first hand were not as upset about this aspect (22% complained about it). The aspect second most often mentioned by way of complaint concerned getting around. Roughly 20% of each of the tourist groups felt that it was difficult for them to find their way around. Ten percent of the motorists complained that Ottawa's streets cannot handle the traffic or that the traffic was too heavy. Some respondents who indicated satisfaction with all aspects of their Ottawa trip, did go on to indicate one or two points of dissatisfaction, however, they numbered 1% of the automobile travellers, and about 5% of those touring by air and by bus and train. Among these the major comment was that it was difficult for them to find their way around.

TABLE 27

OPINION RATINGS OF ACCOMMODATION AND RESTAURANTS
BY MODE OF TRAVEL

| | <u>Mode of Travel</u> | | |
|-----------------------|----------------------------------|------------|------------------|
| | <u>Motor Vehicle Parties</u> | <u>Air</u> | <u>Bus/Train</u> |
| <u>Accommodation:</u> | | | |
| Dollar Value | 3.41 | 3.33 | 3.18 |
| Variety Available | 3.34 | 3.36 | 3.28 |
| <u>Restaurants:</u> | | | |
| Dollar Value | 3.22 | 3.23 | 3.16 |
| Quality of Food | 3.35 | 3.31 | 3.26 |

We also asked respondents to indicate on an Opinion Rating Scale how satisfied they were with their accommodations in terms of the dollar value they received and the variety available, and also about restaurants as to the quality of food and their dollar value. The rating scale was a five-point one running from the most positive rating of "Excellent" to "Poor". In tabulating the results we applied numerical weightings to each of the five rating positions in the scale giving "Excellent" a "5" down to "Poor" a "1". To say that an item scored an "average" rating the "Mean Average" showing in Table 27 would need to be 3.0. As the table then illustrates all of the ratings from all of the traveller groups arrived at a higher than average rating. By no means are the travellers ecstatic, and all three traveller groups gave restaurants for dollar value the lowest ratings of all, but there do not appear to be any serious short-comings in a general way about the region on these two facets. As far as the restaurants are concerned quality of food appears to be quite satisfactory.

TABLE 28

HOW INFORMATION ON OTTAWA/HULL REGION OBTAINED BEFORE TRIP
BY MODE OF TRAVEL

| <u>How Information On Ottawa/ Hull Region Obtained Before Trip</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|-----|-----------|
| | Highway | Air | Bus/Train |
| | % | % | % |
| From friends/relatives who visited region | 21 | 19 | 40 |
| Automobile Clubs | 7 | 1 | 1 |
| Contact Ontario Information Centre | 7 | 1 | 3 |
| Contact C.G.T.B. offices | 6 | 5 | 5 |
| Read articles in magazines | 5 | 2 | 7 |
| Saw something on TV | 4 | 4 | 5 |
| Contact Oil companies | 3 | 1 | 2 |
| Contact Quebec Province Travel Bureau | 3 | - | 2 |
| Contact Outouais Tourist Office | 1 | 1 | 1 |
| Saw something in newspapers | 3 | 4 | 5 |
| Contact Ottawa Municipal Travel Bureau | 0.4 | 1 | 1 |
| Talk to travel agent | 2 | 7 | 7 |
| Heard something on radio | 2 | 3 | 4 |
| None | 60 | 54 | 42 |
| Not stated | 2 | 18 | 8 |

Adds to more than 100% due to Multiple Response.

L. How Information On Ottawa/Hull Region Obtained Before Trip:

Sixty percent of those who visited the area by nightway, 54% of air travellers and 42% of the bus/train visitors basically did not collect any information on the area before coming on their visit. Most references and suggestions about the region came from friends or relatives who had previously been to the area (motorists: 21%, air: 19%; bus and train: 40%). Among the motorists the next most popular route was automobile clubs and the Ontario Information Centre (both 7%) followed by references to Canadian Government Travel Bureau offices (6%). Travel agents were second most popular information resource for both air and bus and train travellers (7% of each sample).

TABLE 29

TRAVEL OR TOURIST INFORMATION FACILITIES USED IN OTTAWA/HULL
REGION BY MODE OF TRAVEL

| <u>Travel or Tourist Information Facilities Used in Ottawa/Hull Region</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Restaurants | 8 | 16 | 24 |
| Ottawa Municipal Travel Bureau | 7 | 3 | 4 |
| Hotel/Motel | 7 | 11 | 14 |
| Outouais Tourist Office | 2 | 1 | 3 |
| Other | 2 | 4 | 6 |
| None of these | 77 | 62 | 54 |
| Not stated | 2 | 16 | 7 |

Adds to more than 100% due to Multiple Response.

M. Travel or Tourist Information Facilities Used in Ottawa/Hull Region:

Respondents were shown a checklist of some of the tourist information facilities available in the Ottawa/Hull area, and were asked which ones of these they had used, if any. The majority of respondents reported using none of them (motorists: 77%; air: 62%; bus and train: 54%). Restaurants seemed to be the most often used source for the bus and train and air travellers (24% and 16% respectively), and their usage amongst motorists (8%) was tied with two other sources, the Ottawa Municipal Travel Bureau (7%) and hotels and motels (7%). The Ottawa Municipal Travel Bureau was mentioned as a source by 3% of air travellers and 4% of the bus and train travellers. Fourteen percent of bus and train travellers and 11% of the air visitors used hotels and motels.

TABLE 30

WHERE MOTOR VEHICLE PARTIES STOPPED ON WAY TO OTTAWA/HULL REGION BY ORIGIN

| Where Stopped On Way To Ottawa/Hull Region | (1) Motor Vehicle Parties By Origin | | | | | | | | | |
|---|--|----|----|----|----|-----------------|----|----|----|----|
| | Metro Toronto | | | | | Rest of Ontario | | | | |
| | Total | % | % | % | % | % | % | % | % | % |
| Montreal | 24 | 17 | 23 | 19 | 21 | 43 | 33 | 15 | 26 | 29 |
| Toronto | 24 | 22 | 29 | 28 | 18 | 19 | 33 | 11 | 17 | 28 |
| Niagara Falls | 23 | 17 | 18 | 20 | 19 | 21 | 27 | 29 | 30 | 29 |
| 1,000 Islands | 22 | 16 | 29 | 16 | 15 | 20 | 24 | 37 | 28 | 23 |
| Upper Canada Village | 16 | 12 | 30 | 17 | 17 | 17 | 19 | 20 | 12 | 10 |
| Sudbury/North Bay Area | 16 | 8 | 13 | 26 | 12 | 17 | 38 | - | 10 | 20 |
| Old Fort Henry | 12 | 14 | 21 | 14 | 10 | 7 | 13 | 17 | 11 | 4 |
| The Laurentians | 9 | 6 | 10 | 5 | 19 | 26 | 12 | 2 | 8 | 6 |
| None in the list | 40 | 55 | 53 | 45 | 67 | 44 | 29 | 24 | 26 | 18 |
| Came via Syracuse (U.S. 81) | 9 | 2 | 1 | 2 | 1 | 2 | 2 | 40 | 20 | 21 |
| Not stated | 2 | 5 | 4 | 1 | 2 | 5 | 2 | 1 | 1 | 1 |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small
Adds to more than 100% due to Multiple Response

N. Stops And Highways Used By Motorists:

Motorists were asked to name on a checklist at which of the places named therein they had stopped on the way to the region. Four places tied for the most frequent mentions: Montreal, Toronto, Niagara Falls and The Thousand Islands. Just less than one-quarter of the motorists stopped at each of these places. Upper Canada Village and the Sudbury/North Bay Area were each named by 16%, and Old Fort Henry by 12%. Forty percent stated that they had not stopped at any of these places. The incidence of intermediate stops was highest among those from the Canadian West and the United States.

Some forty percent of those from New York State used Interstate 81 as an access route to the region with 20% of the motorists from the remaining U.S. visitors using it.

TABLE 31

WHERE MOTOR VEHICLE PARTIES STOPPED ON WAY TO OTTAWA/HULL REGION
BY NUMBER OF NIGHTS SPENT IN REGION

| | <u>Number of Nights Spent in Region</u> | | | | | |
|------------------------------------|---|--------------|---------------|---------------|---------------|---------------|
| | <u>No</u> | <u>One</u> | <u>Two</u> | <u>Three</u> | <u>Four</u> | <u>Over</u> |
| <u>Where Motor Vehicle Parties</u> | <u>Nights</u> | <u>Night</u> | <u>Nights</u> | <u>Nights</u> | <u>To</u> | <u>Seven</u> |
| <u>Stopped On Way to Ottawa/</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>Nights</u> | <u>Nights</u> |
| <u>Hull Region</u> | | | | | | |
| Montreal | 17 | 24 | 20 | 23 | 26 | 42 |
| Toronto | 15 | 25 | 22 | 28 | 26 | 36 |
| Niagara Falls | 11 | 24 | 24 | 24 | 28 | 32 |
| 1,000 Islands | 14 | 19 | 18 | 25 | 26 | 39 |
| Upper Canada Village | 11 | 12 | 18 | 13 | 30 | 22 |
| Sudbury/North Bay Area | 12 | 14 | 15 | 16 | 17 | 28 |
| Old Fort Henry | 8 | 12 | 13 | 11 | 16 | 20 |
| The Laurentians | 7 | 9 | 7 | 9 | 7 | 18 |
| None in the list | 60 | 34 | 40 | 41 | 38 | 27 |
| Came via Syracuse (U.S.81) | 5 | 10 | 10 | 11 | 8 | 16 |
| Not stated | 1 | 3 | 1 | 1 | 3 | 1 |

Adds to more than 100% due to Multiple Response.

Those staying no nights in the region made the least number of intermediate stops while those staying over seven nights made the most.

Those staying between one and seven nights in the area seemed to have roughly the same frequency of stops to report.

TABLE 32

PLACES INTEND TO VISIT ON WAY HOME

| <u>PLACES</u> | <u>Highway</u> | <u>Bus/Train</u> |
|------------------------|----------------|------------------|
| | % | % |
| Montreal | 16 | 8 |
| Toronto | 6 | 11 |
| Niagara Falls | 5 | 8 |
| 1,000 Islands | 5 | 10 |
| Upper Canada Village | 4 | 7 |
| Sudbury/North Bay Area | 4 | 5 |
| Old Fort Henry | 4 | 5 |
| The Laurentians | 3 | 7 |
| None in the list | 60 | 58 |
| Not stated | 8 | 21 |

Adds to more than 100% due to Multiple Response.

The majority of the motor vehicle parties (60%) did not plan to make any stops on the way home at any of the listed places. Those who did most often mentioned Montreal (16%) with Toronto mentioned by 6%, Niagara Falls and the Thousand Islands each by 5%.

TABLE 33

HIGHWAYS FOLLOWED ON LAST 250 MILES TO REGION
BY MOTOR VEHICLE PARTIES FROM ONTARIO AND QUEBEC

| <u>HIGHWAY ROUTES</u> | <u>Percent</u> |
|-----------------------|----------------|
| <u>Ontario:</u> | |
| 401 | 38 |
| 17 East | 23 |
| 17 West | 23 |
| 7 | 23 |
| 16 | 22 |
| 31 | 13 |
| 40 | 7 |
| 2 | 6 |
| 15 | 6 |
| 17 (unspecified) | 1 |
| <u>Quebec:</u> | |
| 8 | 6 |
| 20 | 4 |
| 11 | 0.1 |
| Trans Canada | 1 |
| New York, U.S. 81 | 6 |

Adds to more than 100% due to Multiple Response.

Ontario Highway 401 was the most frequently used by the motorists coming to the region for the last 250 miles (38%), with Ontario Highway 17E and 17W and 7 each mentioned by 23%. Twenty-two percent came via Ontario Highway 16 while 13% used Highway 31. Altogether 10% used Quebec Provincial Highways.

0. Stops For Information Made By Motor Vehicle Parties On The Way
To The Area

Motor vehicle parties were asked whether they had stopped at any of the Ontario Information Centres or not on their way to the region. Twenty-one percent reported that they had, and of these 82% asked for information on Ottawa/Hull. Of those who had asked for the information 75% received the information they requested. Two percent reported that the information persuaded them to change their minds and visit the region.

Looking at these data using the entire sample as a base, 21% stopped for information, about 16% were seeking information about Ottawa/Hull, 12% received the information they wanted, 2% had already made their plans and just wanted information, and the information received changed the minds of less than 1% to visit the region. (See Tables 34A, 34B and 34C following).

TABLE 34AWHETHER STOPPED AT ONTARIO INFORMATION CENTRES

| | <u>Motor Vehicle Parties</u> |
|---------------------------------|--------------------------------------|
| | % |
| Yes | 21 |
| No | 78 |
| Not stated | 1 |
| Estimated Motor Vehicle Parties | 404,461 |

TABLE 34BWHETHER ASKED FOR INFORMATION ABOUT OTTAWA/HULL THERE

| | <u>Motor Vehicle Parties</u> |
|--|--------------------------------------|
| | % |
| Yes | 82 |
| No | 16 |
| Not stated | 2 |
| Estimated Motor Vehicle Parties Who Stopped At Ontario Information Centres | 84,936 |

TABLE 34C

RESULTS OF STOP FOR OTTAWA/HULL REGION INFORMATION

| | <u>Motor Vehicle Parties</u> |
|--|--------------------------------------|
| | % |
| They gave us information we wanted | 75 |
| Plans already made, just wanted information | 16 |
| The information was of little help or interest | 7 |
| No information on Ottawa/Hull was available | 6 |
| Information persuaded us to change plans and visit Ottawa/Hull region | 2 |
| Not stated | 1 |
| Estimated Motor Vehicle Parties asking for Ottawa/Hull information | 69,893 |

P. Demography Of The Sample:

The demography of this sample is substantially skewed when compared with national population statistics towards upper incomes, higher educational levels and the higher paying job occupational groups. For instance, 42% of the highway travellers were in occupations involving either professional or executive positions. This was fairly closely matched by those among the bus and train travellers with 39% engaged in these occupations. Of course the air visitors even more frequently belonged to these two occupational groupings, with 59%.

In terms of education those exposed to university or college or post-graduate studies numbered 69% among the air visitors, 49% among highway travellers and 51% among the bus and train visitors. The most highly educated motor vehicle tourists came from states outside of New York State in the United States.

Considering incomes, 58% of the air travellers were from families where the total annual income was \$15,000 per year or more, while among highway travellers this percentage was 32% and for bus and train visitors 24%. Correlating with the educational characteristics, visitors from states beyond New York State in the United States had the highest incomes of any of these visitors, and among the Canadian tourists those from Montreal appeared to lead those from other parts of this country in this respect. Coming second were those from the Toronto area. (See Tables 35 to 39 following).

TABLE 35

OCCUPATION OF HEAD OF HOUSEHOLD BY MODE OF TRAVEL

| <u>Occupation of Head of Household</u> | <u>Mode of Travel</u> | | |
|--|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Professional | 30 | 35 | 29 |
| Executive | 12 | 24 | 10 |
| Sales | 5 | 5 | 4 |
| Clerical | 6 | 11 | 10 |
| Skilled Labour | 23 | 11 | 18 |
| Unskilled Labour | 3 | 1 | 2 |
| Farmer | 2 | 1 | 1 |
| Housewife | 0.4 | 1 | 2 |
| Retired | 6 | 6 | 10 |
| Unemployed | 1 | - | - |
| Student/Armed Forces | 11 | 5 | 13 |

TABLE 36

LEVEL OF EDUCATION ACHIEVED BY MODE

| <u>Level of Education Achieved</u> | <u>Mode of Travel</u> | | |
|---|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Public/Grade/Elementary/Grammar | 6 | 2 | 6 |
| Part or Complete High/Technical School | 45 | 29 | 43 |
| Part or Complete University/College | 36 | 45 | 41 |
| Post-graduate studies | 13 | 24 | 10 |

TABLE 37

LEVEL OF EDUCATION ACHIEVED AMONG MOTOR VEHICLE PARTIES BY ORIGIN

(1)

| Level of Education Achieved | Motor Vehicle Parties By Origin | | | | | | | | | |
|-----------------------------------|---------------------------------|---------|---------|----------|--------|----------|----------------|--------------------|--------------|---|
| | Eastern Rest Of | | | | | Rest Of | | | | |
| | Toronto | Ontario | Ontario | Montreal | Quebec | The West | New York State | Border Near Border | Rest Of U.S. | |
| | % | % | % | % | % | % | % | % | % | % |
| Public/Grade/Elementary/Grammar | 5 | 7 | 9 | - | 12 | 9 | 3 | 5 | 1 | |
| Part Or All High/Technical School | 49 | 61 | 48 | 41 | 30 | 35 | 46 | 24 | 28 | |
| Part Or All University/College | 29 | 22 | 27 | 45 | 44 | 41 | 29 | 37 | 45 | |
| Post-graduate studies | 14 | 5 | 9 | 8 | 2 | 11 | 18 | 27 | 21 | |
| Refused/Not stated | 3 | 6 | 6 | 6 | 13 | 4 | 4 | 7 | 5 | |

(1) Note: Atlantic Provinces and Other Foreign breaks eliminated because bases too small.

TABLE 38

TOTAL ANNUAL FAMILY INCOME BY MODE OF TRAVEL

(Not Stated/Refused - Removed From Base)

| <u>Total Annual Family Income</u> | <u>Mode of Travel</u> | | |
|-----------------------------------|-----------------------|------------|------------------|
| | <u>Highway</u> | <u>Air</u> | <u>Bus/Train</u> |
| | % | % | % |
| Under \$4,000 | 4 | 2 | 7 |
| \$ 4,000 - \$ 6,999 | 8 | 5 | 17 |
| \$ 7,000 - \$ 9,999 | 24 | 12 | 19 |
| \$10,000 - \$14,999 | 31 | 23 | 33 |
| \$15,000 - \$19,999 | 17 | 25 | 13 |
| \$20,000 or more | 15 | 33 | 11 |

TABLE 39

TOTAL ANNUAL FAMILY INCOME OF MOTOR VEHICLE PARTIES BY ORIGIN

(Refused/Not Stated Removed From Base)

| Total Annual Family Income | (1) Motor Vehicle Parties By Origin | | | | | | | | | |
|----------------------------|--|-----------------|-----------------|----------|-----------------|----------|----------------|----------------------------|--------------|---|
| | Metro Toronto | Eastern Ontario | Rest Of Ontario | Montreal | Rest. Of Quebec | The West | New York State | Border/ Near Border States | Rest Of U.S. | |
| | % | % | % | % | % | % | % | % | % | % |
| Under \$4,000 | 1 | 5 | 5 | 2 | 2 | 12 | - | - | 10 | |
| \$ 4,000 - \$ 6,999 | 5 | 20 | 11 | 7 | 4 | 3 | 6 | 3 | 11 | |
| \$ 7,000 - \$ 9,999 | 18 | 38 | 30 | 22 | 47 | 24 | 8 | 8 | 13 | |
| \$10,000 - \$14,999 | 47 | 19 | 32 | 29 | 25 | 36 | 54 | 29 | 20 | |
| \$15,000 - \$19,999 | 18 | 11 | 12 | 19 | 18 | 15 | 20 | 30 | 21 | |
| \$20,000 or over | 11 | 7 | 10 | 21 | 4 | 10 | 12 | 30 | 25 | |

(1) Note: Atlantic Provinces and other Foreign breaks eliminated because bases too small.

TABLE 40
NUMBER OF PEOPLE IN TRAVEL PARTY

| | <u>Number of Motor Vehicles</u> | <u>Average Number</u> | <u>Total Number Of People</u> |
|-------------------------------|-------------------------------------|---------------------------|-----------------------------------|
| TOTAL Motor Vehicle Parties | 404,461 | 3.2 | 1,265,100 |
| TOTAL Air | n/a | 1.9 | n/a |
| TOTAL Bus/Train | n/a | 1.9 | n/a |
| <u>Motor Vehicle Tourists</u> | | | |
| <u>By Origin:</u> | | | |
| Metro Toronto | 48,409 | 2.8 | 135,500 |
| Eastern Ontario | 39,161 | 3.0 | 117,500 |
| Rest of Ontario | 89,484 | 3.2 | 286,300 |
| Montreal | 39,069 | 3.1 | 121,100 |
| Rest of Quebec | 20,873 | 3.2 | 66,800 |
| The Canadian West | 22,274 | 3.2 | 71,300 |
| New York State | 36,347 | 3.6 | 130,800 |
| Border/Near Border States | 39,811 | 3.0 | 119,400 |
| Rest of U.S. | 46,848 | 3.1 | 145,200 |
| Atlantic Provinces | 14,340 | 3.8 | 54,500 |
| Other Foreign Origins | 5,559 | 3.0 | 16,700 |

N/A: Not Applicable.

TABLE 41

PROJECTIONS OF MOTOR VEHICLE PARTIES AND TOTAL VISITORS
VISITING OTTAWA/HULL REGION BY ORIGIN

| <u>ORIGIN</u> | <u>Number of Motor Vehicle Parties</u> | <u>Total Visitors</u> |
|---------------------------|--|---------------------------|
| Metro Toronto | 48,409 | 135,500 |
| Eastern Ontario | 39,161 | 117,500 |
| Rest of Ontario | 89,464 | 286,300 |
| Montreal | 39,069 | 121,100 |
| Rest of Quebec | 20,873 | 66,800 |
| The Canadian West | 22,274 | 71,300 |
| Atlantic Provinces | 14,340 | 54,500 |
| New York State | 36,347 | 130,800 |
| Border/Near Border States | 39,811 | 119,400 |
| Rest of U.S. | 46,048 | 145,200 |
| Other Foreign Origins | 5,559 | 16,700 |
| TOTAL | 404,461 | 1,265,100 |

Table 41 opposite illustrates the total projections of motor vehicle parties and visitors arising from the data who visited Ottawa during the interviewing period.

It appears that each of Toronto, Montreal, Eastern Ontario, New York State, the Border and Near Border U.S. States and the U.S. States outside of the Border and Near Border ones supplied somewhat over 100,000 individual visitors from the motor vehicle parties. The Montreal and Eastern Ontario figure of around 120,000 may be slightly understated due to reasons stated earlier in the report, specifically that since our interviewing was conducted at service stations it is possible that more short-haul parties such as these stopped for a fill-up beyond our locations than might be true of those from other origins.

The travel parties travelling by automobile were significantly larger on average than by the other two modes. Those interviewed along the highways indicated that on average 3.2 people were travelling in each party, while by air and bus and train the figure was 1.9. This number did not vary greatly among the motor vehicle parties by origin, with New York State visitors making up the largest parties at an average of 3.6 persons per party and Metro Toronto the smallest groups at 2.8.

It is interesting to take the 3.2 persons indicated for motor vehicle tourists and multiply this by the projected number of vehicles indicated by our weighting procedures in the sample of 404,461 to determine how many visitors come to Ottawa/Hull via this mode. The result of this calculation indicates that roughly 1,300,000 individuals are represented by motor vehicle parties during the period of our sampling.

QUESTIONNAIRE FORM

1. 2.

RESPONDENT'S FAMILY NAME: _____

DATE: _____ TIME INTERVIEW BEGAN: _____

TIME INTERVIEW FINISHED: _____

INTERVIEWER'S NAME: _____

FOR OFFICE USE ONLY

DATE OF VERIFICATION: _____ VERIFIED BY: _____

INTRODUCTION:

We are doing a survey on all people who visited the Ottawa/Hull region this summer and we would ask that you take some time to complete an interview to give us your opinion of the facilities in the area. We guarantee no information will be released except in statistical and anonymous form.

1. Where do you live?

| | | |
|-------------------|----------------|---|
| _____ | _____ | _____ |
| City/Town/Village | Province/State | Country (if U.S.A. please give Zip Code) |

2. What type of accommodation did you mostly use during your stay in the Ottawa/Hull region? (PLEASE "X" THE BOX THAT APPLIES)

Home of friends/relatives-----[] 1

Private cottage/chalet-----[] 2

Hotel/Inn-----[] 3

Resort-----[] 4

Motel-----[] 5

Commercial cottage/cabin-----[] 6

Camp grounds/trailer park-----[] 7

Other-----[] 8

Did not stay overnight in the region-----[] 9

7-

8-

9-

10-

11-15

16-

3(a) How many nights did you spend in the Ottawa/Hull region? _____

- 3(b) (i) Compared with other places you have visited, how would you rate the accommodations in the Ottawa/Hull region in terms of dollar value, that is what you get for your money? Would you say-- Excellent, Better than Average, About Average, Below Average or Poor? (RECORD BELOW)
- (ii) How would you rate the accommodations for the variety available in the region? (RECORD BELOW)
- 3(c) (i) Compared with other places you have visited how would you rate the restaurants in the Ottawa/Hull region in terms of dollar value, that is what you get for your money?-- Excellent, Better than Average, About Average, Below Average, or Poor (RECORD BELOW).
- (ii) How would you rate the restaurants in the region in terms of the quality of food? (RECORD BELOW)

| | Rating of Accommodations on: | | Rating of Restaurants on: | |
|--------------------|------------------------------|-------------------------------|---------------------------|-----------------------------|
| | Dollar Value 3(b)(i) | Variety Available 3(b)(ii) | Dollar Value 3(c)(i) | Quality of Food 3(c)(ii) |
| Excellent----- | []5 19- | []5 10- | []5 21- | []5 22- |
| Above Average----- | []4 | []4 | []4 | []4 |
| About Average----- | []3 | []3 | []3 | []3 |
| Below Average----- | []2 | []2 | []2 | []2 |
| Poor----- | []1 | []1 | []1 | []1 |

4. How many nights will you spend away from home during your whole trip?

5. How did you travel to the Ottawa/Hull region?

- Automobile-----[]1
- Train-----[]2
- Bus-----[]3
- Bus Charter-----[]4
- Air-----[]5
- Air Charter-----[]6
- Motorcycle-----[]7
- Other-----[]8

(PLEASE SPECIFY) _____

6. Thinking of this trip as a whole, what would you say was your main destination?

_____ region/city/town

_____ province/state

17-

18-

23-

24-

25-

26-

27-

28-

29-

7. What were your main reasons for coming to the Ottawa/Hull region?

(a) Indicate in the first column your most important reason.

(b) Indicate in the second column all other reasons for coming.

| | 7(a) Most Important Reason | 7(b) Other Reasons |
|--|-------------------------------------|--------------------------|
| To visit friends and relatives----- | []1 30- | []1 32- |
| Business----- | []2 | []2 |
| Convention----- | []3 | []3 |
| Educational purposes----- | []4 | []4 |
| Shopping----- | []5 | []5 |
| Entertainment (cinema, discotheque, restaurant, nightclubs, etc)----- | []6 | []6 |
| Cultural entertainment (art, drama, music, dance----- | []7 | []7 |
| City sightseeing (including museums)----- | []8 | []8 |
| Rural sightseeing (parks, rivers, etc., outside the city)----- | []9 | []9 |
| Outdoor activities (fishing, swimming)----- | []0 | []0 |
| Sports events----- | []X | []X |
| Special events (festivals, displays, etc.)-- | []V | []V |
| Just passing through----- | []1 31- | []1 33 |
| To see Parliament/Parliament buildings----- | []2 | []2 |
| National Arts Centre----- | []3 | []3 |
| None of the above----- | []4 | []4 |

8. For each of the following reasons, how many times have you visited the Ottawa/Hull region since about the first of January 1971, that is about 18 months ago.

| | <u>Convention</u> | <u>Other Business</u> | <u>Combined Business & Personal or Pleasure</u> | <u>Personal or Pleasure only</u> |
|---|-------------------|---------------------------|---|--|
| Never have come for this reason----- | []1 34- | []1 35- | []1 36- | []1 37- |
| This was my first trip-- | []2 | []2 | []2 | []2 |
| Only once before----- | []3 | []3 | []3 | []3 |
| Twice before----- | []4 | []4 | []4 | []4 |
| Three times before----- | []5 | []5 | []5 | []5 |
| More than three times--- | []6 | []6 | []6 | []6 |
| Former resident----- | []7 | | | |

9. How satisfied were you with each of the following aspects of your stay in the Ottawa/Hull region. Please indicate for each whether you were Satisfied or Dissatisfied.

| | <u>Satisfied</u> | <u>Dissatisfied</u> |
|---|------------------|---------------------|
| Roads/highways----- | []2 | []1 38- |
| Recreational facilities----- | []2 | []1 39- |
| The sightseeing attractions---- | []2 | []1 40- |
| Hospitality----- | []2 | []1 41- |
| Your whole trip to the Ottawa/Hull region----- | []2 | []1 42- |

10. If you were not satisfied with any one or more of the previously listed items, please indicate the most important reasons why.

| | |
|--|----------|
| Not enough for us to see or do----- | []1 43- |
| Children were unhappy----- | []2 |
| Things to see or do were uninteresting, dull----- | []3 |
| It was difficult to find our way around----- | []4 |
| We found that some things we wanted to see or do were not available here----- | []5 |
| Meals were not suitable----- | []6 |
| Didn't like the accommodation----- | []7 |
| Other reasons for dissatisfaction (PLEASE WRITE IN) | |

- 11(a) Please indicate approximately how much money in total was spent by you and other members of your travel party in the Ottawa/Hull region? Remember this information will not be released to anybody on individuals. Please include any credit card purchases.

*Total: _____

- 11(b) Roughly out of this total amount how much did you spend on each of these items?

| | | |
|---|----------|-------|
| Accommodation (not including food portion, if any) | \$ _____ | 7-10 |
| Food and beverages (restaurant, store and food portion of hotel bills, alcoholic, beverages, soft drinks) | _____ | 11-14 |
| Automobile (gas, oil, repairs and maintenance) | _____ | 15-18 |
| Entertainment | _____ | 19-22 |
| Gifts/shopping/incidentals | _____ | 23-26 |
| Major expenditure (property, boat, etc.) | _____ | 27-30 |
| Other (SPECIFY) | _____ | 31-34 |
| _____ | _____ | 35-38 |

*THESE TWO TOTALS SHOULD BE THE SAME AMOUNT

*TOTAL

=====

44-
45-
END CD.

12. While you were in the Ottawa/Hull region, did you visit, see, or do any of the following: (PLEASE ANSWER "YES" OR "NO" FOR EACH)

| | <u>YES</u> | <u>NO</u> |
|--|--------------------------------|----------------------------|
| The Parliament Buildings----- | <input type="checkbox"/> 1 39- | <input type="checkbox"/> A |
| Changing the Guard----- | <input type="checkbox"/> 2 | <input type="checkbox"/> B |
| Official Residences (Governor General, Prime Minister)----- | <input type="checkbox"/> 3 | <input type="checkbox"/> C |
| Embassies----- | <input type="checkbox"/> 4 | <input type="checkbox"/> D |
| National Arts Centre----- | <input type="checkbox"/> 5 | <input type="checkbox"/> E |
| National Gallery (Art)----- | <input type="checkbox"/> 6 | <input type="checkbox"/> F |
| Museums (History, Science, War, Bytown, etc.)----- | <input type="checkbox"/> 7 | <input type="checkbox"/> G |
| Experimental Farm----- | <input type="checkbox"/> 8 | <input type="checkbox"/> H |
| L'Escale----- | <input type="checkbox"/> 9 | <input type="checkbox"/> I |
| The universities----- | <input type="checkbox"/> 0 | <input type="checkbox"/> J |
| The Sparks Street Pedestrian Mall----- | <input type="checkbox"/> X | <input type="checkbox"/> K |
| The Byward Outdoor Market----- | <input type="checkbox"/> V | <input type="checkbox"/> L |
| The Royal Mint----- | <input type="checkbox"/> 1 40- | <input type="checkbox"/> M |
| Lanark Byway Tours----- | <input type="checkbox"/> 2 | <input type="checkbox"/> N |
| Lafleche Caverns----- | <input type="checkbox"/> 3 | <input type="checkbox"/> O |
| Bus Tours----- | <input type="checkbox"/> 4 | <input type="checkbox"/> P |
| Tour boat rides on the rivers and canals----- | <input type="checkbox"/> 5 | <input type="checkbox"/> Q |
| Football (spectator)----- | <input type="checkbox"/> 6 | <input type="checkbox"/> R |
| International Hydroplane Racing----- | <input type="checkbox"/> 7 | <input type="checkbox"/> S |
| Gatineau Park----- | <input type="checkbox"/> 8 | <input type="checkbox"/> T |
| Central Canada Exhibition----- | <input type="checkbox"/> 9 | <input type="checkbox"/> U |
| Visit Pulp & Paper Mills----- | <input type="checkbox"/> 0 | <input type="checkbox"/> V |
| The Racetracks (Sulky)----- | <input type="checkbox"/> X | <input type="checkbox"/> W |
| Raftsmen Festival----- | <input type="checkbox"/> V | <input type="checkbox"/> X |
| Other Sports Events (Spectator)----- | <input type="checkbox"/> 1 41- | <input type="checkbox"/> Y |
| Camp Fortune (C.B.C.)Summer Music Festival----- | <input type="checkbox"/> 2 | <input type="checkbox"/> Z |
| Mackenzie-King Estate/Kingsmere----- | <input type="checkbox"/> 3 | <input type="checkbox"/> A |
| The Wakefield covered bridge----- | <input type="checkbox"/> 4 | <input type="checkbox"/> B |
| Picnics----- | <input type="checkbox"/> 5 | <input type="checkbox"/> C |
| Canoeing & Sailing----- | <input type="checkbox"/> 6 | <input type="checkbox"/> D |
| Swimming----- | <input type="checkbox"/> 7 | <input type="checkbox"/> E |
| Hunting----- | <input type="checkbox"/> 8 | <input type="checkbox"/> F |
| Fishing----- | <input type="checkbox"/> 9 | <input type="checkbox"/> G |
| Highland Games ----- | <input type="checkbox"/> 0 | <input type="checkbox"/> H |
| Any others (PLEASE WRITE IN) | | |
| _____ | | |
| _____ | | |
| _____ | | |
| _____ | | |

42-
43-

13. During the last 18 months, since January 1971, have you participated in any of the following activities or events in the Ottawa/Hull region?

Central Canada Exhibition----- ☐ 1 44-
 Ottawa Winter Carnival----- ☐ 2
 Canadian Tulip Festival----- ☐ 3
 Snow-mobiling----- ☐ 4
 Skiing----- ☐ 5
 National Arts Centre Performance----- ☐ 6
 Soap Box Derby----- ☐ 7
 Football (spectator)----- ☐ 8
 Hockey (spectator)----- ☐ 9
 Maple Sugaring----- ☐ 0
 Raftsmen Festival----- ☐ X
 To see the Fall colours----- ☐ V

- 14(a) Before you got to the Ottawa/Hull region on this trip did you visit any of these places?

| | Q.14(a) Visited | Q.14(b) Intend to Visit |
|---------------------------------|--------------------------------|--------------------------------|
| Upper Canada Village----- | <input type="checkbox"/> 1 45- | <input type="checkbox"/> 1 46- |
| The 1000 Islands----- | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| The Laurentians----- | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| Old Fort Henry----- | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| Niagara Falls----- | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| Montreal----- | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
| Toronto----- | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 |
| Sudbury-North Bay Area----- | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 |
| None of these----- | <input type="checkbox"/> 9 | <input type="checkbox"/> 9 |
| Came Via Syracuse (U.S.81)----- | <input type="checkbox"/> 0 | <input type="checkbox"/> 0 |

- 14(b) Which of these do you intend to visit on the way home?

15. Please describe for us what routes you followed for the last 250 miles in coming to Ottawa. Please tell us what Highway numbers you were on or the major cities or towns you passed through.

Highway numbers followed in last 250 miles to Ottawa:

____, ____, ____, ____, ____, ____, ____, ____, ____

Major cities and towns passed through:

47-49

50-53

16. In planning this trip before your departure from home which of these things, if any, did you do about getting information about the Ottawa/Hull region?

Speak to friends, relatives who had
visited the region..... [1] 54-
Speak to a travel agent..... [2]
Contact automobile clubs..... [3]
Contact Oil companies..... [4]
Go to see special travel films on the region..... [5]
Consult the Canadian Government Travel Bureau
or Travel Offices..... [6]
Contact the Ontario Information Centre..... [7]
Contact the Ottawa Municipal Travel Bureau..... [8]
Contact the Quebec Provincial Travel Bureau..... [9]
Contact the Outouais Tourist Office..... [0]
Contact other sources (SPECIFY) _____ [X]
Read articles in magazines..... [1] 55
Saw Documentary movies..... [2]
Saw something on T.V..... [3]
Heard something on radio..... [4]
Read something in newspapers..... [5]
None..... [6]

- 17(a) While en route to the Ottawa/Hull region did you stop at any of the Ontario Information centres, or not?

Yes..... [1] 56- GO TO QU. 17(b)
No..... [2] - SKIP TO QU. 18.

- 17(b) Did you ask for any information about the Ottawa/Hull region?

Yes..... [1] 57- GO TO QU. 17(c)
No..... [2] - SKIP TO QU. 18

- 17(c) Which of these statements applies in terms of your stop for Ottawa/Hull information there?

The centre had no information available on Ottawa/Hull..... [1] 58-
They were able to give us the information we wanted..... [2]
We had already made our plans, just wanted some information.. [3]
The information was of little help or interest..... [4]
Their information persuaded us to change our plans and
visit the Ottawa/Hull region..... [5]

18. During your actual stay in Ottawa, did you use any of the following travel or tourist information facilities?

Ottawa Municipal Travel Bureau..... [1] 59-
Outaouais Tourist Office..... [2]
Hotel/Motel..... [3]
Restaurants..... [4]
Other (SPECIFY) _____ [0]
Used None of these..... [V]

60-

19. How many people are in your group? (CIRCLE APPROPRIATE NUMBER)

1 2 3 4 5 6 7 8 9 More than 9

20. Now, just a couple of questions so we can classify our interviews.

(a) What is the occupation of the head of the household?

21. What was the highest level of education you reached?

Public/grade/elementary/grammar school----- []1 63-

Part high/technical school----- []2

Complete high/technical school----- []3

Part university/college----- []4

Graduate university/college----- []5

Post graduate studies----- []6

22. For statistical use only, please "X" the box which most matches the income category in which the total annual income of all members of your household falls.

A. Under \$4,000----- []1 64-

B. \$4,000 - \$6,999----- []2

C. \$7,000 - \$9,999----- []3

D. \$10,000 - \$14,999----- []4

E. \$15,000 - \$19,999----- []5

F. \$20,000 or over----- []6

23. INTERVIEWER RECORD:

On highway-----1 65- (SPECIFIC LOCATION)
Interview conducted at: Airport-----2
Bus Terminal-----3
Train Station-----4

24. (IF HIGHWAY INTERVIEW, RECORD:)

Year of Vehicle (ASK RESPONDENT) _____

Make _____

Model _____

TYPE: Car.....1 Camper Truck.....2 Self-propelled
mobile home.....3

IF CAR, IS IT PULLING A TRAILER?

YES-----1 What was it? (RECORD BELOW)

NO-----2

Camping: a) tent 1
b) tent-trailer 2
c) pickup camper, van 3
d) travel trailer 4
e) other, please specify _____ 5

Mobile Recreation Equipment:

boats a) motor boat 6
b) canoe 7
c) kayak 8
d) row boat 9
e) sailboat 0
f) other, please specify _____ X

Recreation Vehicle:

a) bicycle 1
b) motorcycle 2
c) trail bike 3
d) mini bike 4
e) all-terrain vehicle 5
f) other, please specify _____ 6

73-

74-

75-

3 1761 11546959 5



Ottawa/Outaouais . . . a taste of Ontario, a taste of
 Québec rising into a region of a thousand faces . . .
 the old . . . the new . . . cosmopolitan . . . countryside . . .
 fast-moving . . . refreshingly slow . . . all are here for
 our visitors to enjoy . . . a blend of life styles . . . the
 foreign yet familiar . . . and in Canada's bustling Capital
 they blend in a fascinating montage of interests . . .
 there is nowhere else like it . . . a vignette of a country
 . . . discover Canada in capsule form . . . her heritage
 mirrored in a Capital proudly shared by every Canadian
 . . . be surrounded by friendly people or be *tête-à-tête*
 . . . rapid-fire events and *bon vivant* night life . . . or
 majestic aura . . . your choice. As its people blend, so
 blends a region, only one word for it . . .
 "unique"

Outaouais/Ottawa . . . harmonie aux mille facettes . . .
 rencontre de l'Ontario et du Québec où le traditionnel
 se marie au contemporain . . . les bruits de la ville et le
 calme de la campagne . . . tout pour tous. Charme
 exotique tout en étant familier . . . montage fascinant
 d'intérêts divers . . . résumé et fierté du Canada . . .
 accueil amical . . . le pouls de la capitale bat vingt-
 quatre heures sur vingt-quatre . . . simple pourtant
 impressionnante . . . alliance harmonieuse des gens
 et du pays . . . c'est une capitale unique en son genre



Ottawa/
Outaouais
Canada

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